AUGUST 29, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

The lid's off for fall campaigning on the airwaves Page 31

SRA's single rate push: 80% favor in first tally Page 38

There'll be lots of life in live tv drama next season Page 46

You'd better start keeping a count of commercials Page 64

New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area is America's 14th largest radio market!

EACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m.—Monday through Saturday). For example, WHO Radio's share of farm homes using radio exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio—serving America's 14th largest radio market!

*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

WHO

for Iowa PLUS!

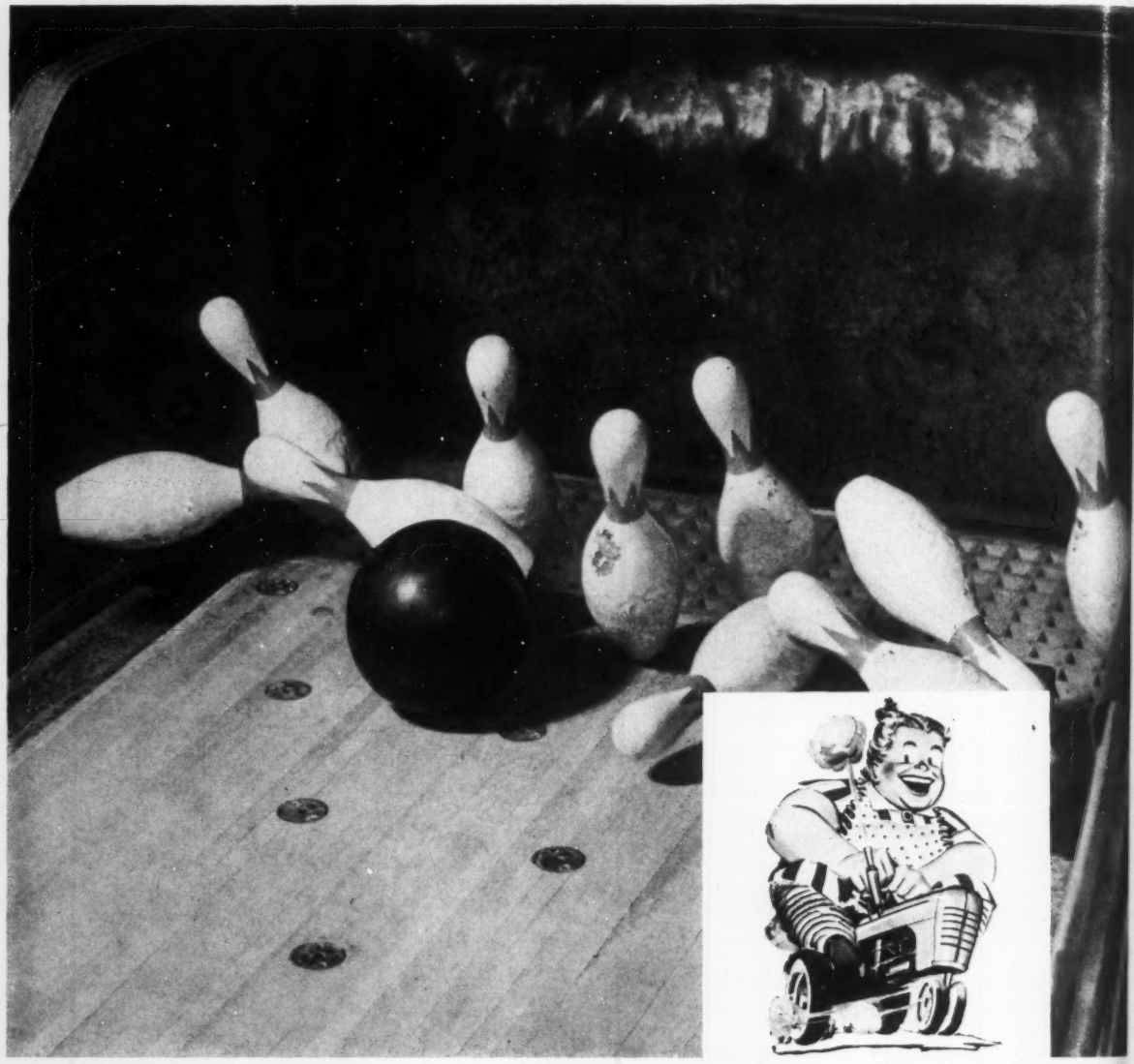
Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*



BOWLING IS BOOMING

IN WNAX-570 "BIG AGGIE LAND"

. . . and WNAX-570 has had a big part in its growth and promotion. For the past eleven years, the Annual WNAX 6-State Bowling Tournament has been growing by leaps and bounds with entries topping the 16,000 mark this year. It's the biggest bowling event of its kind sponsored by a radio station.

The size of the WNAX 6-State Bowling Tournament reflects the vastness of "Big Aggie Land"—a rich agricultural area spreading across six states in the Midwest's great Upper Missouri Valley. Its 2¼ million people spend $3,000,000,000 a year. 80% of them listen to WNAX-570 three to seven times a week.

Bowling or broadcasting—WNAX-570 has the promotional know-how and the coverage to produce results.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa Yankton, South Dakota
Represented by Katz

PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont W. Va.

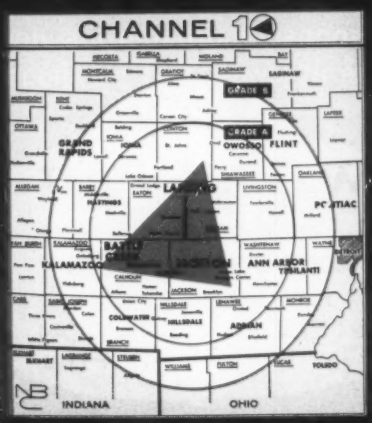
ONE MOVE TAKES ALL THREE

JACKSON

LANSING

BATTLE CREEK

The king of the Golden Triangle takes all three mid-Michigan markets with a city grade signal and gives you the jump on 46% of the state's population (outside Detroit). Nationally 11th in Retail Sales, 26th in TV Households**. Check these facts with Venard, Rintoul & McConnell, Inc. Your move!*



*SRDS-Consumer Market Data

**Television Age 100 Top Markets 3/7/10/59

WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS—Lansing / WPON—Pontiac

OUTSTANDING VALUES

1885

Refrigerators.

A first-class dry air Refrigerator with Porcelain-lined Ice Cooler combined, for $12, which you can have by paying $2 cash and $1 weekly.

A complete assortment of

Mattings,

From 15 to 40 cents, in plain white and fancy colors.

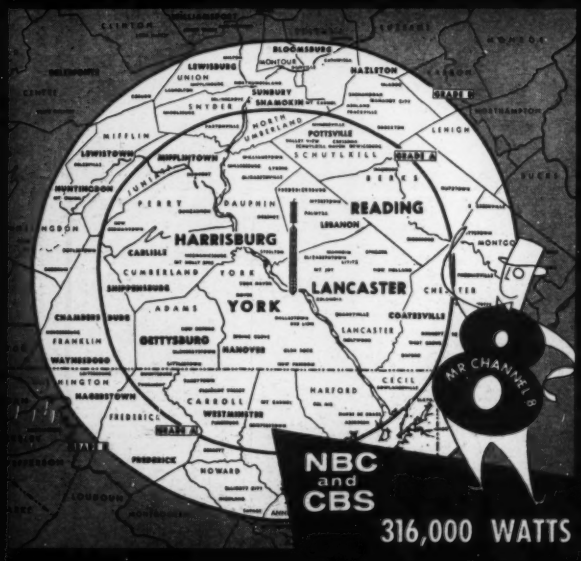
WEEKLY OR MONTHLY PAYMENTS.
Or 5 Per Cent. Discount for Cash.

1960

WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

MULTI-CITY TV MARKET



Best buy in the Lancaster/Harrisburg/York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Tv boom ■ On eve of release by FCC of television financial figures for 1959, best estimates by informed sources are that tv's growth continued unchecked—with indicated overall increase in total revenues by networks and stations of more than 15% over 1958's volume of $1.03 billion. In some markets, it's estimated, total revenues reached impressive proportions, as much as 25% over 1958 income.

FCC's tv figures for 1959 revenues and income are due to be released this week. Radio's 1959 financial report will come out in October as usual, it's hoped.

Summer audience ■ Television drumbeaters, who weren't too elated when Sindlinger & Co. researchers reported year ago that radio's July (1959) audience was bigger than television's, are smiling bit more comfortably now. Latest Sindlinger report shows tv back in front in July this year, with average daily audience of 84.4 million compared with 82.9 million for radio (in July 1959 it was 79.4 million for radio, 77.7 million for tv). Radio enthusiasts —including RAB, which had predicted radio's inroads would increase (BROADCASTING, Aug. 15)—are wondering what happened, though RAB thinks it knows. RAB says political conventions did it; that Sindlinger report for week between conventions showed radio still out in front.

Secret reasons ■ FCC had more on which to go than formal letter from Director Leo A. Hoegh, of Office of Civil and Defense Mobilization, which it released Aug. 19, finally rejecting proposals to enlarge vhf band to accommodate additional tv channels (BROADCASTING, Aug. 22). Buttressing Mr. Hoegh's letter was classified document going extensively into reasons for flat rejection beyond those cited (1) too expensive (over $5 billion for replacements), and (2) weakening to "an unacceptable degree" our country's national defense.

Still around ■ Preparation H tv commercials still survive in estimated 60 markets year after NAB Tv Code Review Board's removal as code subscribers of some 30 stations that persisted in accepting hemorrhoid remedy business. At its peak, Preparation H spot tv schedule ran close to 150 stations. Though total has fallen off, product still appears on 70-75 stations in commercials using similar film and copy of year ago. During its tv heyday, remedy accounted for at least $1 million spot billing each year at Ted Bates. Agency admits NAB's actions chopped down station list, but it isn't making any attempts to add outlets—though privately Bates thinks it could.

Two for one ■ There's better than even chance that FCC will go for revision of its duopoly regulations to extent of permitting same owner to operate both uhf and vhf to outlets in same market, where need for additional service exists (i.e., fewer than three stations in market). Morgan Murphy advanced this proposal in seeking ch. 25 in Eau Claire, Wis., where only existing station (his ch. 13 WEAU-TV) now tries to accommodate all three networks (BROADCASTING, April 4).

Duopoly regulations prescribe that individual licensee may not operate more than one station of same class in market (i.e., one am, one fm, one tv). Waiver of tv duopoly rule (3.636) thus would permit operation in same market of one uhf and one vhf as means of providing additional service and, at same time, of encouraging development of uhf. If FCC does authorize waiver, it presumably would be under rigid restrictions including prohibition against duplication of vhf programs on uhf outlet.

Network licensing ■ Irrespective of outcome of November elections and operation of equal time provisions under suspension of Sec. 315 permitting Great Debates, networks are confronted with fight at next session of Congress to stave off legislation requiring that they be licensed. Championing such legislation is Rep. Bennett (R-Mich.) who has assumed mantle of former Sen. John W. Bricker (R-Ohio) who carried on battle for decade prior to his defeat two years ago. Mr. Bennett raised issue again last week in consideration of 315 suspension and has served notice that he intends pursuing legislation next session.

There's no certainty that licensing proposal will be enacted. Some legislators (plus FCC) feel that affiliates would be disposed to relinquish program origination responsibility to networks to even greater degree. Middleground approach, fostered by FCC, would subject networks to same degree of regulation as licensed station operators, but without formality of licenses. Networks have pointed out that they are subject to these regulations anyway because their owned and operated stations are licensed.

Unequal time ■ Political aspect of American Bar Assn. convention this week will have predominantly GOP flavor. Not on invited list of speakers is Sen. John F. Kennedy, Democratic candidate. Vice President Nixon is billed for major address as are President Eisenhower and Secretary of State Christian A. Herter. Official ABA explanation is that Republicans were invited because they are government officials, Sen. Kennedy isn't member of bar and partisan considerations weren't taken into account in arranging speaking schedules on program.

Also slated for scant attention at lawyers' convention is important Canon 35 issue, according to advance check with ABA. Antiquated rule barring microphones and cameras from courtrooms has been shunted to committee headed by Whitney North Seymour, noted constitutional lawyer, ABA president-elect and special counsel for NAB at FCC program inquiry last winter. Mr. Seymour, ABA said, is expected merely to report orally that his committee can't find angel to finance preliminary study designed to show feasibility of depth survey showing impact of broadcast working tools on judicial processes.

Back to classes ■ Here's schedule of FCC members following August month-long recess (except for Commissioner Robert E. Lee who stayed on job during entire period): Chairman Fred W. Ford returns Sept. 6, as do Commissioners T. A. M. Craven and John S. Cross. Returning today (Aug. 29) are Vice Chairman Rosel H. Hyde and Commissioner Robert T. Bartley. Returning Tuesday, Aug. 30, is neophyte Commissioner Charles H. King.

Ads from sales ■ Tip-off on Detroit's early rule of thumb on spending in media for new auto models: M.C. Patterson, Dodge's general manager, has prepared talk for today (Aug. 29) at meeting in New York of 1,100 eastern area Dodge dealers in which he notes that new sales this year resulting from adding Lancer to Dodge's Polara and Dart models will mean added advertising money available for 1961 campaign "in all media." (Dodge starts national ad campaign soon for its car and truck lines.) BBDO is Dodge's agency.

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

"WAGA-TV's EDITORIALS...IN THE TRADITION OF AMERICA'S FREE AND RESPONSIBLE PRESS..."

■ James C. Hagerty
Press Secretary to the President

The inauguration in May of 1960 of telecast editorials twice each weekday evening on WAGA-TV brought to Atlanta's million-plus population the first "other voice" since the merger of the two daily newspapers more than 10 years ago. ■ In the words of President Eisenhower's Press Secretary . . . "The expression of varied opinions, supported by fact and conviction, can be a healthy addition to the intellectual development of a community." The "WAGA-TV Editorial" is another example of what Mr. Hagerty calls " . . . the fine public service activities being carried on by WAGA-TV." ■ A basic programming objective of WAGA-TV is ". . . to promote community betterment . . . the development of an active, informed citizenry . . . to cooperate with the recognized governmental, civic, charitable, religious, educational, and other agencies dedicated to these ends."

James C. Hagerty

famous on the local scene...for public service

waga·tv 5

THE STORER STATION IN ATLANTA

WEEK IN BRIEF

MR. HOUSTON

Let's remove obstacles to creativity ■ Why do we not get more effective advertising for the millions of dollars we spend? Bryan Houston, president of Fletcher Richards, Calkins & Holden, New York, asks this question. And in this week's MONDAY MEMO he explores some of the reasons for the blocking of creativity that otherwise could achieve this goal. One is the artificially engendered sense of shame among advertising men for their calling. Another is the multi-layered corporate advertising department that nibbles away creative talents. Page **18.**

Political fog lifted ■ Suspension of Sec. 315 equal-time language by Congress, with presidential approval, clears the way for campaign arrangements. Other political developments: Analysis of early tv time-buying in the South by Broadcast Advertising Reports indicates heavy purchases during the fall campaign; Nixon appears on the *Jack Paar Show,* first major broadcast after Sec. 315 legislation; do's and don'ts for broadcasters as a result of the legislation; final congressional steps in Sec. 315 passage. A political roundup begins on page **31.**

More for single rate ■ Reaction to Station Representatives Assn.'s recommendation of one rate for both local and national spot advertising is running about 80% in favor. But several stations cite problems. Page **38.**

Look at live drama ■ *Shirley Temple, Family Classics, Witness,* and others join the *U.S. Steel Hour, Armstrong Circle, DuPont* and *Dow* as live dramatic fare on CBS-TV and NBC-TV. ABC-TV may have some too. Page **46.**

Time Inc.'s broadcast activity ■ New plans afoot will include camera techniques, edited portions of the "March of Time" library and a New York news bureau, according to Wes Pullen. Page **48.**

Senate passes payola bill ■ Sen. Pastore guides a modified measure through the Senate despite a Proxmire move to reinstate license suspensions. Page **60.**

Legal maneuvers in Miami and Boston cases ■ FCC postpones the Sept. 15 deadline permitting National Airlines' ch. 10 in Miami to remain operational until Sept. 30. Commission also continues for two weeks the deadline for briefs in reopened Boston case. Page **62.**

They're counting the spots at the FCC ■ It all started seven years ago when Commissioner Lee got incensed at a radio station for too many spots; today it's official policy—13-14 spots per hour are okay, but watch out if your records show more than that. Page **64.**

ABC radio hikes rates ■ A new rate card, based on 100% clearances and introducing new discounts, goes into effect Oct. 1, coincident with the start of new *Flair* programming. New program and business formats are reviewed with ABC affiliates. Page **74.**

Legal viewpoint ■ The relations of the broadcast media and lawyers will be discussed during sessions of the American Bar Assn.'s convention in Washington, with a report on Canon 35. Page **76.**

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	72
BOOK REVIEW	24	LEAD STORY	31
BROADCAST ADVERTISING	38	THE MEDIA	74
BUSINESS BRIEFLY	42	MONDAY MEMO	18
CHANGING HANDS	74	OPEN MIKE	22
CLOSED CIRCUIT	5	OUR RESPECTS	101
COLORCASTING	28	PROGRAMMING	46
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	102		
EQUIPMENT & ENGINEERING	79		
FANFARE	82		
FATES & FORTUNES	85		
FOR THE RECORD	89		
GOVERNMENT	60		

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND

QUALITY IN THE CRAFT OF THE 19TH CENTURY YANKEE SHIPWRIGHT IS ABUNDANTLY EVIDENT AT CONNECTICUT'S MYSTIC SEAPORT.

THIS AUTHENTIC REPLICA OF A TYPICAL NEW ENGLAND SEAFARING COMMUNITY DURING THE AGE OF SAIL IS VISITED BY THOUSANDS ANNUALLY.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH, YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO!

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 31

NBC DEFENDS KTVU PURCHASE

Opposes KRON-TV plea to consolidate hearing

NBC told FCC Friday (Aug. 26) it is prepared to show its conduct in negotiating for purchase of KTVU (TV) San Francisco-Oakland "was entirely proper." Network comments, along with those of RKO General and KTVU, were filed in opposition to petition by Chronicle Publishing Co., licensee of KRON-TV San Francisco, seeking consolidated hearing on KTVU purchase with NBC-RKO transactions in Washington, Philadelphia and Boston (AT DEADLINE, July 4).

Only pertinent factual issue, NBC said, is actions of network contracting to purchase KTVU and it has no objection to hearings on this issue alone. Most issues raised by Chronicle already have been resolved favorably to NBC, petition stated.

In answering antitrust allegations by KRON-TV, NBC maintained that after conducting "an exhaustive investigation," Justice Dept. concluded that no coercion was involved in KTVU buy. Network, said, as did other two parties, that exchange of NBC Philadelphia stations for WNAC-AM-TV, WRKO-FM Boston and RKO buy of NBC's WRC-AM-FM-TV Washington should not be consolidated with KTVU hearing because KRON-TV is party of interest only in San Francisco.

RKO charged that Chronicle, in efforts to delay or prevent KTVU transfer, has "reached out far beyond the parties and issues involved . . . and gratuitously attacked RKO. . . . The Chronicle's scandalous attack on RKO flows solely from a tenuous and indirect extension of its apparently frantic attempts to perpetuate its network [NBC] affiliation. . . ."

Both RKO and KTVU hit Chronicle charges that RKO actually controls station, operated under construction permit by San Francisco-Oakland Tv Inc. RKO said it at no time tried to induce sale of KTVU to NBC. KTVU denied there is any hidden control and maintained that past relationships between KTVU principals and RKO ". . . are perfectly clear and perfectly innocent."

In saying they had no objection to hearing on one issue, all three parties waived their rights to Sec. 309 (b) (McFarland) letter.

Space era prompts NBC sales scheme

Space developments are triggering new type of network selling. Success of NBC-TV's *Project Echo*, half-hour documentary telecast 9:30 p.m. on same day communication satellite was launched, has led network to set up new "hold for release" procedure. Julian Goodman, NBC director of news and public affairs, is planning series of four similar programs, *Journey Into Space*, for broadcast as developments warrant, and network salesmen are pitching to prospective advertisers.

Project Echo, telecast after 5:39 a.m. satellite launching Aug. 12, was sponsored by Bell Telephone System through N.W. Ayer, using no commercials but explaining Bell Labs' part in developing satellite. NBC, Bell and Ayer had been working on television project for weeks, clearing stations through day of telecast.

Samuel Cuff dies; Allied Stores official

Samuel H. Cuff, 58, radio-tv director of Allied Stores since 1948, widely known for activities in connection with retail use of broadcast advertising, died Thursday (Aug. 25) of cancer at home in New York. Mr. Cuff was key figure in so-called "Pottstown (Pa.) Study" on measurement of radio sales effectiveness several years ago.

He also helped initiate and supervised Allied Stores' "Color Caravan" which toured some 40 cities in 1956-57 jointly promoting color tv and Allied outlets. Before going to Allied, which operates 90 retail stores in U. S., Mr. Cuff managed WABD (TV) (now WNEW-TV) New York. He also had been radio-tv news commentator and was author ("The Face of the War", 1942), lecturer, non-denominational minister.

Bakersfield station sold by Chronicle

Tv station sale, reported Friday, subject to usual FCC approval:

■ KBAK-TV Bakersfield, Calif.: Sold by *San Francisco Chronicle* (KRON-TV) to Reeves Broadcasting & Development Corp. for $850,000 plus assumptions of $250,000 obligations. Reeves' organization owns WUSN-TV Charleston, S.C., and is large land developer in

Nixon appearance doubles Paar rating

NBC-TV *Jack Paar Show's* seven-city Arbitron rating for 12 midnight to 12:30 a.m. period during Vice President Nixon's guest appearance Thursday night was more than double that of same period preceding Thursday, American Research Bureau reported Friday. ARB said during Nixon appearance it was 16.4, compared to 7.8 week earlier. Projected to national basis, ARB said, Paar-Nixon audience would be 7.5 million homes, 12 million people.

Watchdog group asks fund boost

Senate Commerce Committee's Freedom of Information (Watchdog) Subcommittee plans wide-scale monitoring of tv and radio stations during rest of 1960 election campaign, it was revealed Friday.

Parent committee chairman, Warren G. Magnuson (D-Wash.), submitted committee resolution asking boost of subcommittee appropriations from presently-approved $35,000 to $185,000, mostly to contract monitoring service to spot check tv and radio stations and networks for abuses of Sec. 315 provisions as amended last year and of suspension privilege given to broadcasters in case of presidential candidates.

Press equality

Spokesman for Rep. Randall Harmon (D-Ind.) said Friday there's question on constitutionality of Rep. Harmon's bill (HR 13145) to require newspapers and magazines to give equal space to all candidates for same office and charge identical advertising rates. But Rep. Harmon, who introduced bill after complaint by Democratic constituent about *Muncie* (Ind.) *Star's* coverage of candidates, is reported to have felt bill will help point up "discrimination" against Democrats by Republican-dominated press.

AT DEADLINE CONTINUED

South Carolina and North Carolina. Reeves also is sound equipment manufacturer.

J. Drayton Hastie, broadcasting chief for Reeves, said Bakersfield purchase is first move toward expansion to full quota of tv holdings. He also stated there would be no personnel changes at KBAK-TV. Bakersfield station was bought by *Chronicle* in 1953 for $85,000. It began operation on ch. 29 in 1953, and is affiliated with CBS and ABC. Broker was Hamilton-Landis & Assoc.

Union sponsor

For sixth consecutive presidential election, International Ladies Garment Workers Union Campaign Committee will underwrite series of programs on behalf of Democratic candidates. Series, to begin Oct. 6, will run on consecutive Thursdays until Nov. 3 on ABC Radio network, 10:30-10:45 p.m. (NYT). Featured on each program will be outstanding speaker, plus Hollywood talent. Series will kick off with Adlai Stevenson and wind up with Sen. Kennedy. M.S. Novik, radio tv consultant to AFL-CIO, has handled program since 1936. Furman-Finer, New York, is agency.

WEEK'S HEADLINERS

MR. HALVERSTADT

A.N. Halverstadt, manager of advertising production division of Procter & Gamble, Cincinnati, named general advertising manager. He will be responsible for guiding and correlating advertising policies, practices and personnel development for all P&G operating divisions, as well as for some central staff departments in merchandising and advertising production activities. Other P&G managerial changes: **E.A. Snow,** vp-advertising, becomes vp-toilet goods division; **C.M. Fullgraf,** presently manager, toilet goods division, will become managing director, Thomas Hedley & Co., P&G English subsidiary. He succeeds **K.W. Streith,** who undertakes special assignment for development of company business in Sweden, Norway, Denmark, Portugal and Austria. **E.G. Harness,** manager, soap products promotion division, named manager, advertising department, soap products division. All changes are effective Oct. 1.

MR. COFFIN

R.H. Coffin, vp of RCA, becomes staff vp in charge of advertising and sales promotion in consolidation move of firm's institutional and staff advertising sales promotion activities. He will have responsibilities for coordinating policy on both product and institutional advertising. He will report to Kenneth W. Bilby, vp of public affairs. Mr. Coffin joined RCA in 1949 and became vp in 1955. Previously, he was account executive with McCann-Erickson, N.Y.

MR. GILBERT

Frederick S. (Fritz) Gilbert, general manager of *Time* magazine, appointed general manager of Broadcasting Div. of Time Inc. He will coordinate and direct activities which include ownership and operation of four tv and radio stations as well as "experimental production of news and news feature programs for tv and radio" (see story, page 48). Mr. Gilbert will report to Weston C. Pullen Jr., Time Inc. vp who is responsible for company's broadcasting and real estate operations. Mr. Gilbert joined Time Inc. in 1935 as staff member of *The March of Time,* worked 1937-46 in advertising sales for *Time* and *Life* in Detroit and Cleveland, served as advertising manager of Life International until 1948 when he became assistant publisher of *Time* and its general manager in 1954. Time stations: KLZ-AM-TV Denver; WFBM-AM-FM-TV Indianapolis; WTCN-AM-TV Minneapolis; WOOD-AM-TV Grand Rapids, Mich.

In a separate development, **Phil Hoffman** last week resigned as vp and general manager of WTCN-AM-TV Minneapolis to acquire exclusive Hammond Organ franchise for Omaha-Council Bluffs area. Station Manager **Arthur M. Swift** adds his responsibilities and reports direct to Mr. Pullen who is also Twin State Broadcasting Inc. president. Mr. Swift, who was named WTCN station manager in early 1959 and of both stations last September, previously had been general sales manager of WOOD-AM-TV Grand Rapids. Mr. Hoffman's election to vp and general manager came in May 1957. He had been station manager of Time's KLZ-AM-TV Denver.

MR. MOE

MR. MCGIVERN

Anton J. (Tony) Moe, vp and general manager of KSO Des Moines, promoted to executive vp of WKOW-AM-TV Madison, Wis. **Frank McGivern,** account executive at WLOL Minneapolis, succeeds Mr. Moe as general manager of KSO. All stations are owned by Midcontinent Broadcasting Co. of Wisconsin. Before joining KSO as general manager in 1958, Mr. Moe was with CBS-TV Sales, N.Y., and prior to that was sales promotion manager for CBS-TV Pacific Network from 1951-55. Mr. McGivern joined WLOL in 1956 as account executive. Previously, he was general manager of WCFL Chicago.

MR. BROWN

H. Stilwell Brown, consultant to Concert Network Inc. for past three months, appointed to newly-created post of general manager. Earlier, he had been with Northeast Radio Network (formerly Rural Radio Network) since 1948, starting as assistant to general manager and advancing to sales manager, station relations manager and vp and general manager. In new position, Mr. Brown will supervise Concert Network's four owned-and-operated stations (WNCN (FM) New York, WBCN (FM) Boston, WHCN (FM) Hartford and WXCN (FM) Providence) and will coordinate operations with network's affiliated stations (WDAS-FM Philadelphia, WBVA (FM) Woodbridge, Va., and WMTW-FM Mt. Washington, N.H.). Mr. Brown will headquarter in New York.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

MUSEUM-BOUND. When Philadelphia's Art Museum opened in 1928 the news was told via WIP, then already 6 years old. Today WIP still makes friends for the Museum.

Worthwhile In Philadelphia Two more Philadelphians are about to visit their Museum. What brought them? Perhaps it was one of the announcements recorded by Museum officials for WIP, and broadcast at frequent intervals by this pioneer in Philly radio. WIP offers authorities of Philadelphia institutions a forum for talking to the public in their own words—and voices. It's another example of the public service consciousness which has differentiated WIP from other Philadelphia radio stations for 38 years. It typifies Metropolitan's unique blending of traditional with new concepts to create growing audiences for **WIP** service . . . and your story . . . in **METRODELPHIA, PA.**

A station of the Metropolitan Broadcasting Corporation. Harvey L. Glascock, V. P. & General Manager. H. D. (Bud) Neuwirth, Sales Director. Represented nationally by Edward Petry

The Embassy of Mexico

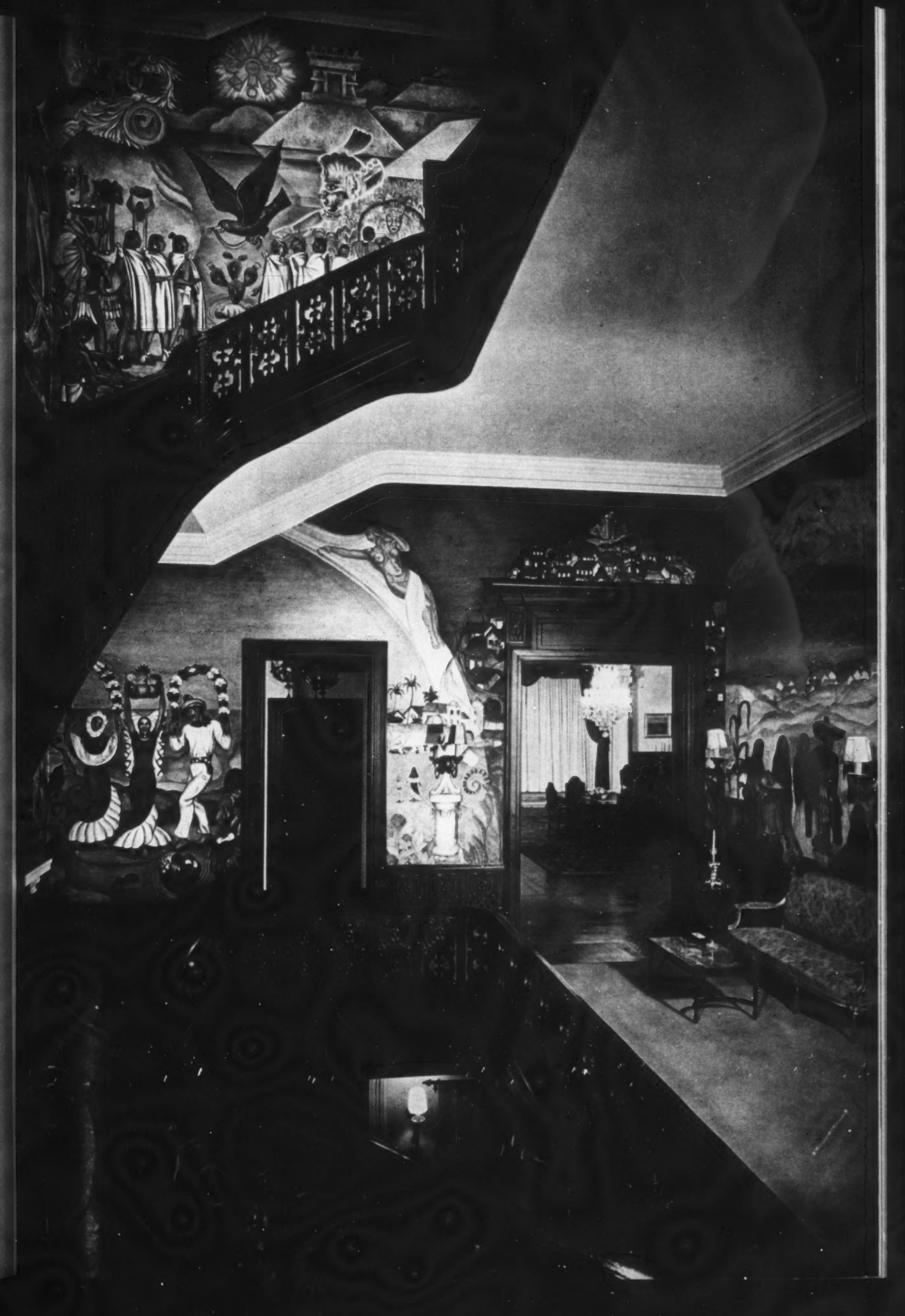
This view of the main staircase in the Mexican Embassy shows the colorful murals by Roberto Cueva del Rio. Photographed for WTOP-TV by Fred Maroon.

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division:

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.



Advertisement

EDITORIALIZING?

Here Are New Tools For A Bigger Job

Ask any station broadcasting *editorials*—and you'll discover how highly rewarding this activity can be! It's a vital public service; it improves "station image;" it lifts program ratings.

Now, with Broadcast Editorial Reports, this station service can be expanded to embrace national and international affairs which are discussed with concern by local audiences all over the country.

For BER provides daily authoritative "Opinioncasts"—three minutes of background material and analysis, plus opinion. The material can be used as received; can be revised by station broadcasters to advance opposing views. The pertinent information can be adapted in many ways.

World-Famed Staff

The men who prepare these "Opinioncasts" include such veteran global newsmen as H. V. Kaltenborn . . . Henry Cassidy . . . W. W. Chaplin . . . Leon Dennen . . . Eugene Lyons . . . Louis P. Lochner . . . John Luter . . . Will Oursler . . Ansel Talbert—and others of the same stature. In addition, these are experts in other areas of public interest.

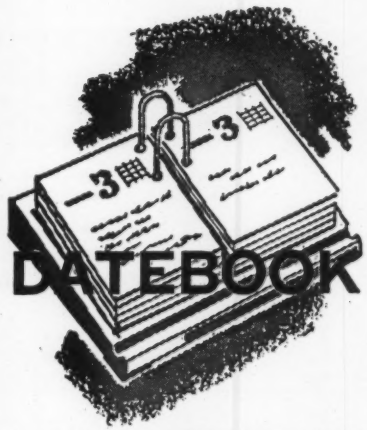
Low, Low Costs

Rates, based on primary coverage, range from $7.00 to $70.00 per week, with service exclusive to one station in a market. For all the facts on BER (and sample editorials), contact A. Maxwell Hage, President and Editor-in-Chief.

BROADCAST EDITORIAL REPORTS

33 East 39th Street, N.Y. 16

MUrray Hill 9-3450



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 29—**NAB Radio Code Review Board,** NAB headquarters, Washington, D.C.

Aug. 29-Sept. 2—**American Bar Assn.** Annual convention, Statler-Hilton Hotel, Washington, D.C. President Eisenhower will address opening session, 2 p.m. Aug. 29 at Sheraton-Park Hotel.

Aug. 29-Sept. 3—**American Assn. for Education in Journalism** annual convention. The Council on Radio and Television Journalism will sponsor three broadcasting events: an address on convention and campaign broadcast coverage by Samuel J. Sharkey, editor of NBC News; a panel discussion on radio-tv education against the background of the mass communications approach, and a session on research. Pennsylvania State U., University Park, Pa.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—**West Virginia Broadcasters' Assn.** annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—**Premium Advertising Assn. of America,** Hotel Astor, New York.

Sept. 12-13—**Radio Advertising Bureau** course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

*Sept. 12—**Hollywood Ad Club** initial meeting of 1960-61, 12 noon at Stage 6, Paramount Television Productions. Ken Snyder, Needham, Louis & Brorby, will be program chairman for demonstration-discussion of video tape techniques.

Sept. 13—**Premium Advertising Conference,** morning only, in conjunction with four-day New York Premium Show at Hotel Astor, both sponsored by Premium Advertising Assn. of America Inc. Speakers: William P. Dunham, product group manager, General Foods Corp.; Henry O. Whiteside, vice president and research director of J. Walter Thompson Co., Chicago, and Charles M. Hanna, author-lecturer-economist and management consultant.

*Sept. 13—**Los Angeles Ad Club** luncheon at Hotel Statler. W.D. (Pete) Moore, advertising manager, Dodge Div., Chrysler Corp., will present the Dodge Dart advertising story.

Sept. 15—**Southern California Broadcasters Assn.** luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

Sept. 15-16—**Public Utilities Advertising Assn.** Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—**Radio Advertising Bureau** course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 15-17—**British Columbia Assn. of Broadcasters** annual meeting at Kelowna, B.C.

Sept. 16—**Broadcasting Executives Club** fall social. 100 Warrenton St., Boston.

*Sept. 16—**Florida Assn. of Broadcasters** officers and directors meeting. 5 p.m. at Cherry Plaza Hotel, Orlando.

Sept. 16-18—**UPI Minnesota Broadcasters** fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—**Louisiana Assn. of Broadcasters** convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—**Assn. Canadienne Radio Television Francaise** annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—**Radio Advertising Bureau** course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—**Institute of Radio Engineers** national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 20-21—**Atlantic Assn. of Broadcasters** annual meeting at Amherst, N.S.

Sept. 22—**AP Michigan Broadcasters** meeting. St. Clair Inn, St. Clair, Mich.

*Sept. 22-23—**Illinois Broadcasters Assn.** annual meeting. Urbana-Lincoln Hotel, Urbana, Ill.

Sept. 22-24—**Advertising Federation of America** Tenth District convention. Little Rock, Ark.

Sept. 22-24—**Michigan Assn. of Broadcasters** fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23—**FCC** has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—**Institute of Radio Engineers,** Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

*Sept. 26—**Hollywood Ad Club** luncheon meeting at Hollywood Roosevelt Hotel. Awards made by Advertising Assn. of the West (BROADCASTING, July 4) will be presented to Hollywood winners.

Sept. 26-27—**Radio Advertising Bureau** course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—**Board of Broadcast Governors** meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—**Assn. of National Advertisers** workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—**CBS Radio Affiliates Assn.** annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—**Radio Advertising Bureau** course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

Sept. 29-Oct. 1—**Alabama Broadcasters Assn.** annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa. Rep. Oren Harris and FCC Commissioner Robert E. Lee will speak.

Sept. 30—**Minnesota Broadcasters Assn.** annual convention meeting. Leamington Hotel, Minneapolis.

OCTOBER

Oct. 1-2—**Illinois News Broadcasters Assn.** fall meeting. Faust Hotel, Rockford. Tentative program plans include session for major state candidates in fall elections.

Oct. 2-4—**Advertising Federation of America** Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—**Radio Advertising Bureau** course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—**Institute of Radio Engineers** sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

*Oct. 4—**Los Angeles Ad Club** luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

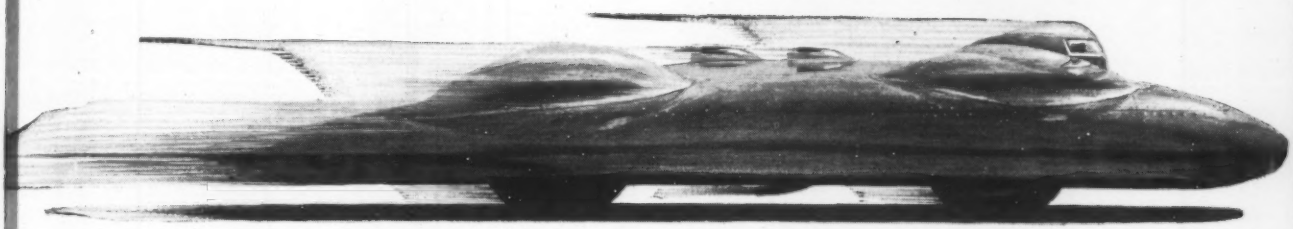
Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—**NAB Tv Code Review Board** meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—**Advertising Research Foundation** an-

THE RAILTON SPECIAL
IS THE
PACESETTER
IN AUTOMOBILES

It hit an incredible speed of 415 miles per hour



wsai

IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI is the only radio station in Cincinnati offering a merchandising plan through supermarkets. Our exclusive tie-up with A & P stores offers you extra sales promotion . . . guaranteed in-store displays for your client's products. In Programming . . . In Popularity . . . In Productivity . . . WSAI is Cincinnati's PACESETTER radio station

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
THE CONSOLIDATED SUN RAY STATIONS **WSAI**–*Cincinnati;* **WPEN**–*Philadelphia;* **WALT**–*Tampa*

BALANCED PROGRAMMING

MEANS LISTENER LOYALTY

. . . and 30 years of KTRH programming has developed a pattern of listener loyalty blanketing over 80 counties, serving over 1,087,100 radio households and extending over 60,000 square miles. Comprehensive news reporting, tasteful music, sports, farm information and variety give KTRH the popular balanced programming that benefits over four million people.

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

nual conference. Hotel Commodore, N.Y. Speakers include Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

*Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on **High Speed Photography**, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

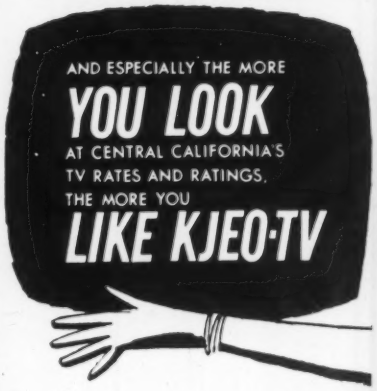
Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York



channel 47

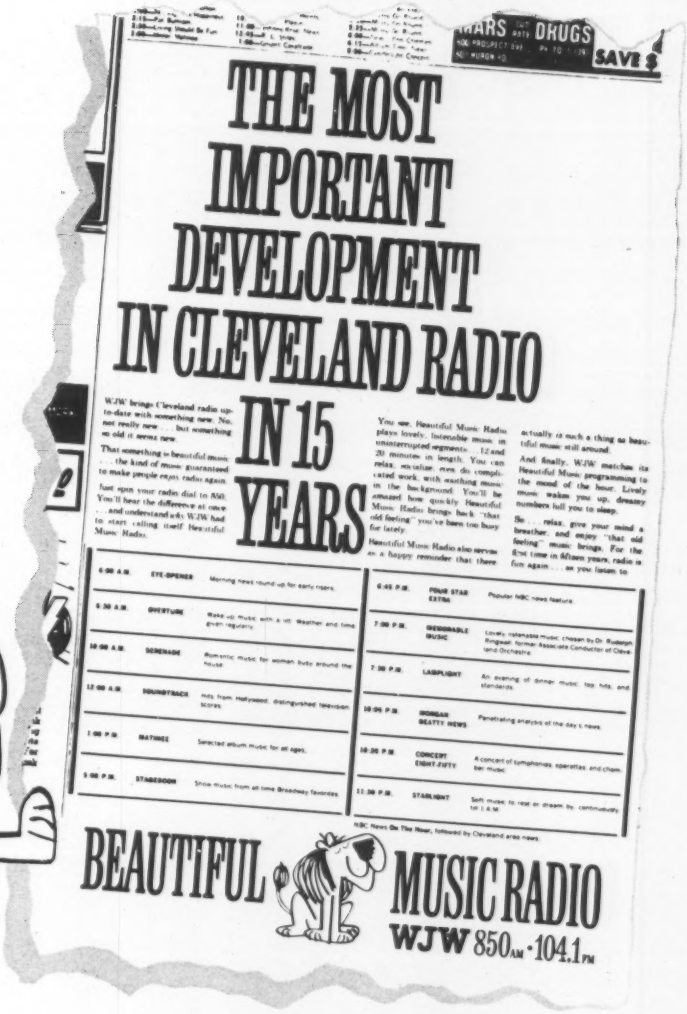
KJEO

for Fresno, California

J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

How in ten short weeks, we set Cleveland on its ear!



Frankly, we're a little amazed ourselves. Not because Beautiful Music Radio is a startling success but because our new concept in programming caught on so fast!

We launched Beautiful Music Radio on May 2nd . . . announced it with bus cards, billboards, newspapers (see cut). At the time, we were ninth in this eight station market.

In just ten short weeks, we took over as the Number One quality music station in Northeastern Ohio! And the super-duper Hooper for June-July has us in fifth place, overall.*

But even more important than the ratings, is the gratifing response of mail we received from grateful, intelligent and enthusiastic listeners,

WJW is on the move! And now is the time you should get the Beautiful Music Lion by the tail.

Because in ten short weeks, we've set Cleveland on its ear for Beautiful Music Radio!

*With a whopping 107% increase (C. E. Hooper, June-July, 1960 vs March-April, 1960)

WJW BEAUTIFUL MUSIC RADIO

A STORER STATION

850AM · 104.1FM

CALL KATZ or NATIONAL SALES OFFICES: 625 Madison Ave., New York 22, 230 N. Michigan Ave., Chicago 1.

MONDAY MEMO

from **BRYAN HOUSTON,** *president, Fletcher, Richards, Calkins & Holden, New York*

Let's remove obstacles to creativity

The unintentional sabotage of the high creative effort that frequently occurs in the name of the imperfectly understood and amorphous thing we call "business orientation" is the burden of my message today.

We can and do get good creative people to work within the guide lines of good commercial practice. There is no problem there. But the real question, as I see it, is not can we, but why do we not get more effective advertising for the millions of dollars we spend? I have no complete answer for this one.

There are certain problems in maintaining a high creative output under the practical limitations imposed by a business orientation. These stem from the nature of creative people—their urge to do it differently, to write deathless prose, to amuse, to draw or paint for posterity; in short, to "fly" rather than be bound by the chains of practical necessity to move that merchandise.

Impact ■ I just happen to be one of the school that believes advertising should and can be interesting, informative and impelling. The average obscure print ad or commercial seems to me to have been created in the honest belief that greater results can be obtained by indirection.

It is natural that creative people should lean to the "way out" commercial. It is more fun. There is more room out there, so it is easier. And if it hits, you've really got it made.

On the other hand, if you insist on reducing the creative process to a tried and true formula your audience is bored stiff and, worse, the fine creative spark that might have made a great commercial is stamped out.

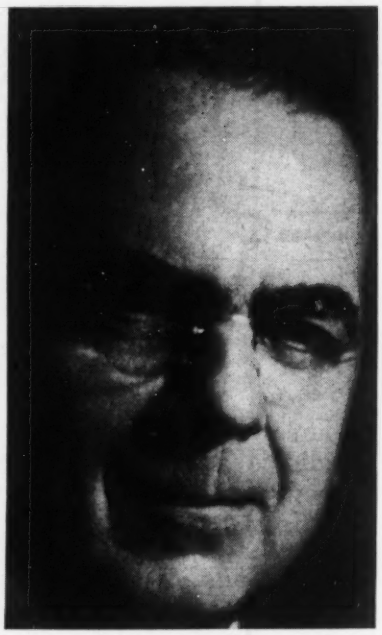
I say there is no real problem in the exercise of high creativity within the boundaries of good business orientation. But over and above the natural creative shortcomings (that are amenable mostly to the application of good common horse sense) there are two major forces that are adversely affecting the excellence of advertising today.

Sense of Shame ■ Force number one is the sense of shame that has been artificially engendered in creative people for what we are doing.

Good creative work of any kind is a joyous, happy, outgoing thing. And a sense of shame is the poorest soil from which to expect a good creative crop. Yet, we have come to the point where we are almost glad to see some other unfortunate creatures take the temporary attention of the legion that would reform us.

I hold no brief for those few advertisers, agencies or media who use tricks to misrepresent, rather than merely to entertain. But only the magnificent conceit of the advertising man allows him to take the blame for what immorality exists in show business. He had about as much to do with it as the ticket takers did with Shoeless Joe Jackson!

Despite the fact that public education and public concern with public health have advanced somewhat faster than the morals of the medicine show, the advertising business seems to be taking the blame for not having singlehandedly reformed the medicine man!



Bryan Houston, native of San Antonio, Tex., was chairman of the New York agency bearing his name from 1955 until merging last year with Fletcher Richards for a combined billing now put in excess of $30 million, including Eastern Air Lines, U.S. Rubber, Heublein and other substantial broadcast investors. Mr. Houston has been in the oil business, a Young & Rubicam vp, executive vp-general sales manager of Pepsi-Cola, executive vp of Lennen & Mitchell and president of Sherman & Marquette. During World War II he was an Army colonel and later an executive in the Office of Price Administration and the Economic Cooperation Administration.

I would like to point out the cold hard fact that the techniques of mass selling by advertising—vulnerable as they may be to chicanery—are inherently and necessarily more honest than any other form of commerce. And for a simple reason. Dishonesty cannot continually bring in repeat customers—which is the real backbone of American advertising.

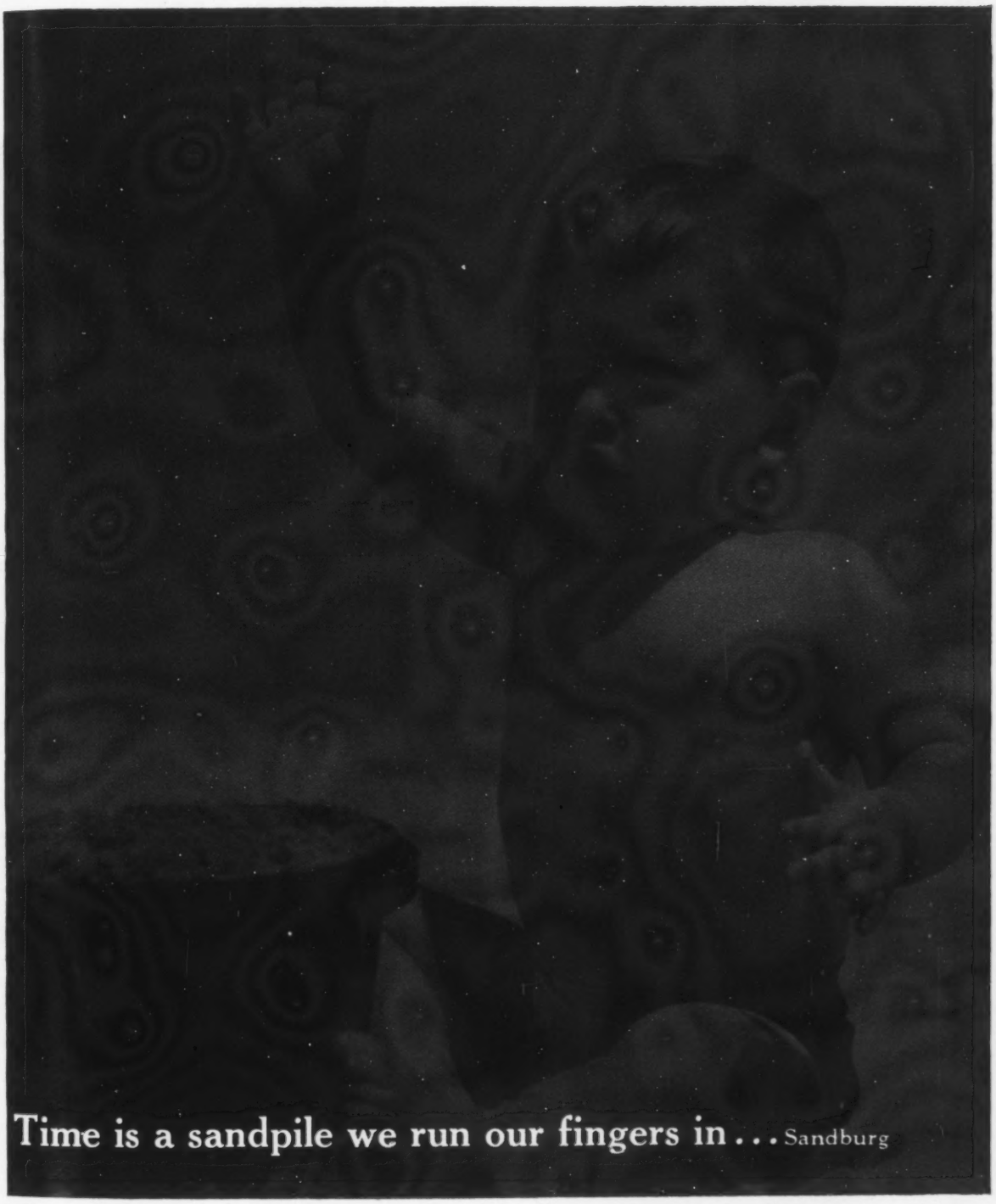
Basic Premise ■ Let me sum up my first point this way. No creative man I've ever associated with ever deliberately set out to destroy his livelihood by practicing deceit on his fellow man. I believe the advertising business is among the cleanest, finest businesses America has developed. But the creative people in advertising could do even more effective work if clients would stick to a business orientation that equips the agency with the truth, the whole truth, and nothing but the truth about their products.

The second force that adversely affects the excellence of advertising today is a little more complicated, tougher to capsule and somewhat difficult to deal with. It concerns today's multi-layered corporate advertising department and the passing of an ad or a storyboard from hand to hand up the line until its original freshness is thumbprinted to death and its lifeblood has leaked out through a thousand niggling, nibbling changes.

If we could vest the client's authority to edit in no more than one knowledgeable advertising man—and eliminate the troupe of midgets who crawl all over the creative product with their little red pencils and squeeze the life out of it before it can be born—the level of advertising quality would be raised by at least 50%.

The most expensive thing that happens to agencies and advertisers today is the layering of negative responsibility in corporate advertising departments. It is not practical to get a great ad or commercial through seven layers of editorial criticism—and it is completely impossible to keep good creative people at top productive levels if their work is to be constantly and repeatedly rehashed.

We are privileged to list among our broadcast clients enlightened people who believe in the theories advanced above. From the sales figures on their products, I'm quite sure that millions of Americans who read magazines and watch television agree, too.



The value of TIME is our use of it. Thus, productivity becomes the significant indication of our TIME'S worth.

At WBAL-TV in Baltimore, productivity is our principal orientation. We seek to use our TIME well by employing good creative talent, good judgment and good taste to produce the kind of programs that *people* watch.

With many award-winning public service features to our credit, and with over 75 live local shows each week, the variety, quality and interest of our regular schedule is not easily matched. Every minute of our day is planned with care and consideration for our public responsibility and executed with the attention of professional excellence. Audience and sales follow naturally this healthy pattern of productivity.

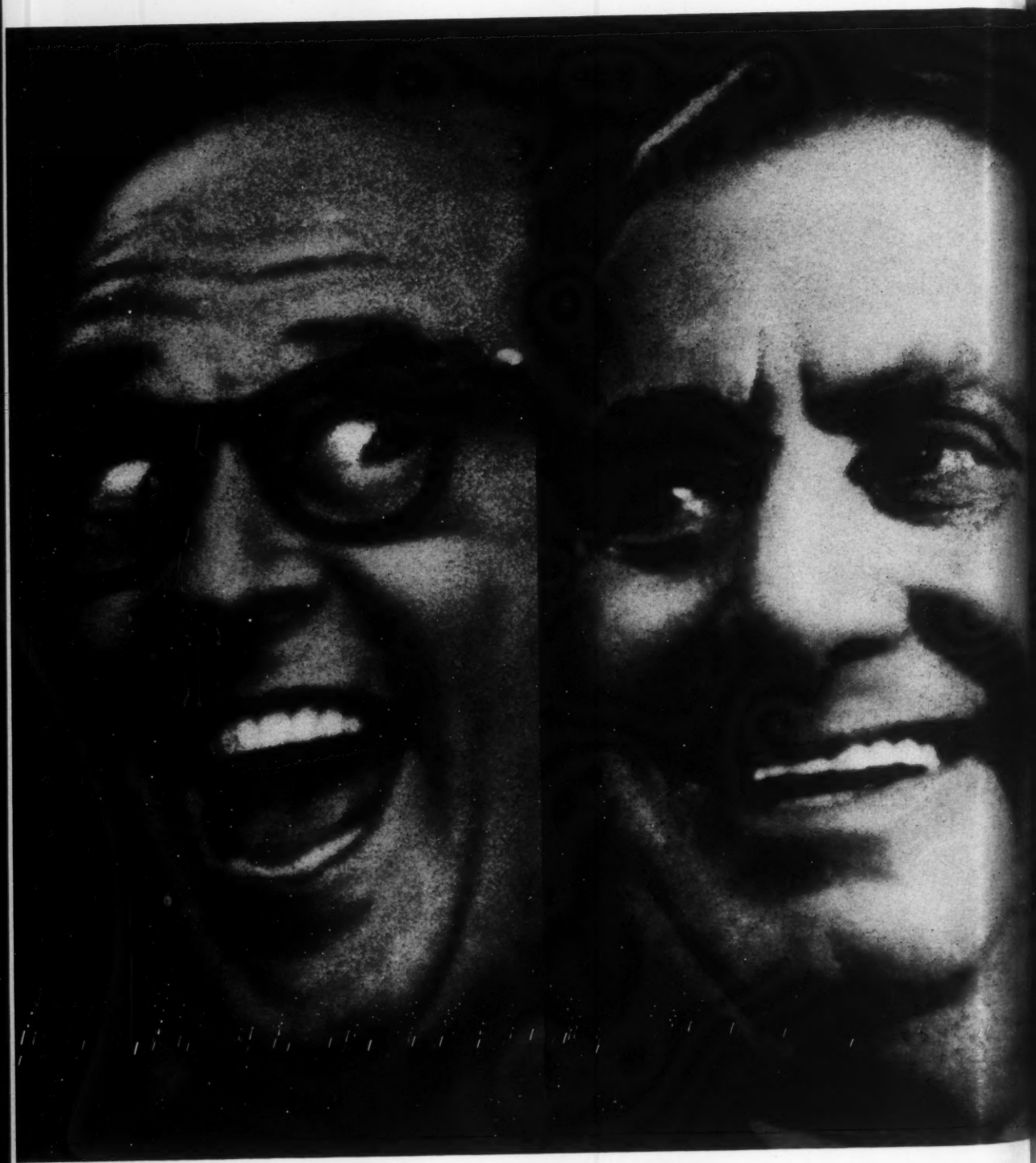
"TIME is a sandpile we run our fingers in," the philosopher says. At WBAL Television 11 in Baltimore, we cup our hands tightly.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

Smiles that make you happy!



The pleasure is all *yours* when you select one of these *proven* laugh-winners (and big audience-winners!) from CBS Films. This Fall, scheduled to be comedy's biggest season, is the ideal time to put these guaranteed gloom-chasers to work for you. See how happy *you'll* be with . . .

The Phil Silvers Show

Sponsored by Dial, Ronzoni, Coca-Cola, Brylcreem, Studebaker-Packard, others. First in its evening time period in seven-station New York (NSI Jan.-June '60). Said the American Stores (Acme) ad manager: "Add us to the long list of clients for whom Bilko has done a solid job. We sought the ideal program for a family audience, and found a winner." (138 half hours)

Colonel Flack

Sponsored by Colgate-Palmolive, Kroger, Dow Chemical, Pepsi-Cola, others. First in its evening time periods in Milwaukee, Great Falls, Jackson, others (NSI, Jan.-June '60). Saluted *TV Guide:* ". . . as long on charm as it is short on pretense . . . one of TV's pungent delights." When "Flack" ended in Detroit, the protests made front-page news, and *The Detroit News* headlined: "Civic, Business Leaders Rally Round Flack." (39 half hours)

The Honeymooners

Sponsored by Anheuser-Busch, Safeway, Progresso, S&W, Canada Dry, Clairol, others. First in its evening time periods in Boston, Albany, Norfolk, others (NSI and ARB, Jan.-June '60). Said New York's *Daily News:* "You would have to go far to find a more amusing foursome. . . ." Said *Variety:* ". . . a perfect mating of script and cast." Sponsor Armour & Co. (Youngstown) reported: ". . . does a real selling job for all our Armour products." (39 half hours)

". . . the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S. W. Caldwell Ltd.

CBS Films

In Augusta, Georgia

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WRDW-TV

CHANNEL 12

Newest member of The FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC.

For Rates and Avails

- IN AUGUSTA: R. E. Metcalfe, TA 4-5432
- IN NEW YORK: Lee Gaynor, OX 7-0306

Represented Nationally by Avery-Knodel, Inc.

WSTV-TV CHANNEL 9
The Best of CBS and ABC
STEUBENVILLE—WHEELING
Represented by Avery-Knodel, Inc.

WRGP-TV CHANNEL 3
The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV CHANNEL 12
The Best of CBS and ABC
AUGUSTA, GEORGIA
Represented by Avery-Knodel, Inc.

WBOY-TV CHANNEL 12
The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV CHANNEL 12
The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.

*I cannot say the crow is white. But needs must call a spade a spade**

* *Humphrey Gifford "A Woman's Face is Full of Wiles"*

You don't have to dig too deep to find out KROC-TV averages over 80% of the Rochester TV audience.

SPOTS NEXT TO 10 PM NEWS: 42¢ PER RATING POINT (APPROX)

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

N B C

OPEN MIKE®

Single rate trend

EDITOR: Just a line of appreciation for the splendid way BROADCASTING handled the one-rate story in the August 15 issue (pages 27, 114). We not only appreciate the emphasis your magazine gave the subject in the news columns, but thought the editorial equally appropriate.—*Eugene Katz, President, The Katz Agency, New York.*

EDITOR: We would appreciate permission to reproduce the article, "Now a big push for single rate," . . . with credit to you, of course. . . .—*Flora Love, Secretary-Treasurer, Canadian Assn. of Broadcasters, Ottawa, Canada.*

[Permission granted.—THE EDITORS.]

No opera at 4 a.m.

EDITOR: That article you ran on page 60 of your issue of August 15, "So you can't get opera at 4 a.m.," is terrific!

If reprints are available, we could use several hundred copies. I would like to supply copies to all the stations we represent for their use in local speech-making, conferences, discussions with local groups and leaders etc.

If reprints are available, please ship them . . . and damn the expense!—*Frank E. Pellegrin, Executive Vice President, H-R Television Inc. and H-R Representatives, New York.*

[Reprints are available, 5¢ each.—THE EDITORS.]

Waiver of Sec. 315

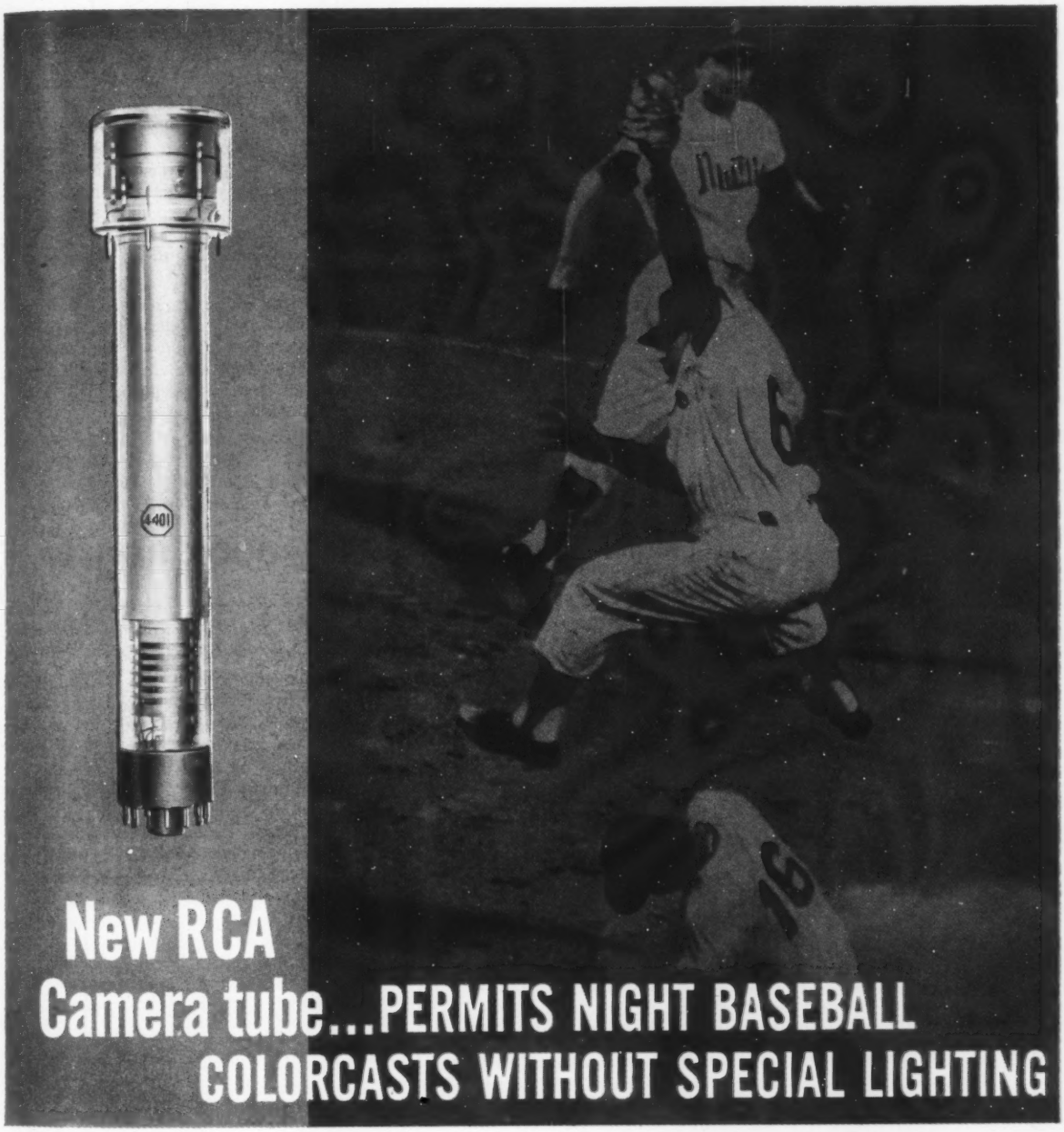
EDITOR: . . . As you know, the House of Representatives passed S J Res. 207 thereby completing congressional approval to an important measure on which the Senate had taken similar action June 27. The effect of this resolution . . . is to waive the onerous equal time requirement of Sec. 315 of the Communications Act insofar as the presidential and vice presidential nominees are concerned during the 1960 campaign. The debates may now go forward.

At long last broadcasters have been given a measure of temporary relief from the veto power of the New Party,

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



New RCA Camera tube...PERMITS NIGHT BASEBALL COLORCASTS WITHOUT SPECIAL LIGHTING

Boston, June 10: Station WHDH used the new RCA-4401 Image Orthicon in a highly successful colorcast of a regularly scheduled night baseball game from Fenway Park. No greater lighting was needed than for black-and-white pickup.

For more information about this high-sensitivity image orthicon for low-light-level color telecasting, contact your RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, N. J.*

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

SAN DIEGO CALIFORNIA

THE 16th LARGEST COUNTY . . .

THE 19th LARGEST CITY . . .

THE FASTEST-GROWING MAJOR MARKET IN THE NATION! *

SERVED AND SOLD BY

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA—GREATER LOS ANGELES—SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

* Census Bureau preliminary report. County population: 1,003,522. City: 547,294. Rate of increase since 1950: 63.7% for the city, 105.1% for the outlying area.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*

company name

address

city zone state

Send to home address — —

* Occupation Required

the For America Party, the Mississippi Black and Tan Grand Old Party, the American Third Party, the Christian National Party and the American Party and many other splinter groups and fringe cadidates.

Favorable action on this resolution is due, in very considerable measure, to forceful editorial comment of editors who have recognized the dangers inherent in Sec. 315 and who have spoken out against its damaging restrictions.

Although a permanent solution is still to be won, broadcasters now have an opportunity to prove that they are willing and able to discharge their duties in the finest tradition of a truly responsible free press.

We are most grateful for the support of BROADCASTING and I would like to thank you for your help.—*Frank Stanton, President, CBS Inc.*

BOOK REVIEW

■ *"In Reference to Radio," National Assn. of Broadcasters, Washington, D.C., $1.00 (for NAB members only).*

An educational packet designed to improve broadcaster relations with librarians, educators and other public groups was published Aug. 17 under direction of John Couric, NAB public relations manager. It contains nine separate publications telling the story of radio. Extensive background material for research is included. The folder can be inscribed with station call letters and name of school or library.

Contents include these NAB publications—*Radio USA, Dimensions of Radio, Radio Code of Good Practices, Radio and Television Bibliography, The Sight and Sound of Justice, Code of Conduct for Broadcasting Public Proceedings, Advertising Stopped at 10 O'Clock This Morning, Broadcasting the News* and *Editorializing on the Air.*

■ *"Video Tape Recording" by Julian L. Bernstein, John L. Rider Publisher Inc., N.Y., 268 pp.; $8.95.*

The author, an instructor in audio-electrical-video technology at RCA Institutes, N.Y., presents a fine overall survey of a field that is becoming increasingly important to the tv industry.

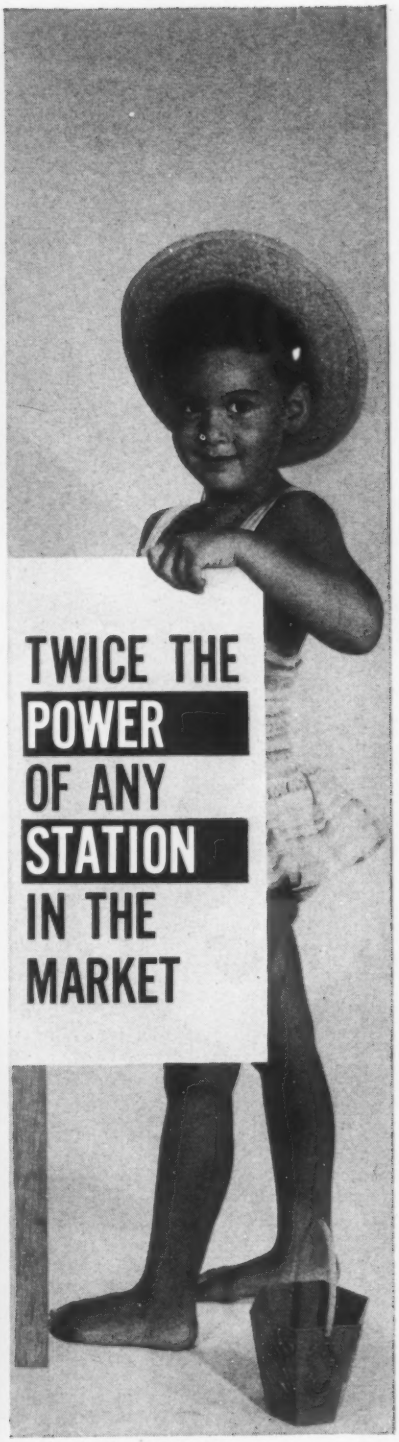
There is an excellent introductory section dealing with the history of vtr from its most primitive stages to its current "revolutionary" status.

Other chapters review mechanics of recording, electronics of tape recording, servo and video systems, and machine and tape operations.

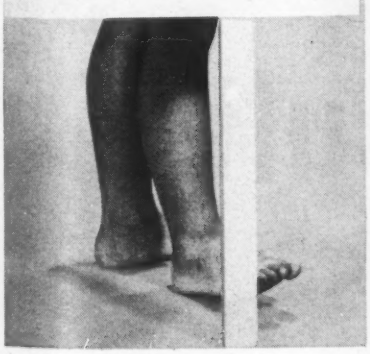
For those who are less familiar with scientific jargon, this book will be a pleasant surprise. It abounds with

LOWEST COST PER THOUSAND

FIRST IN BOTH PULSE AND HOOPER



TWICE THE POWER OF ANY STATION IN THE MARKET

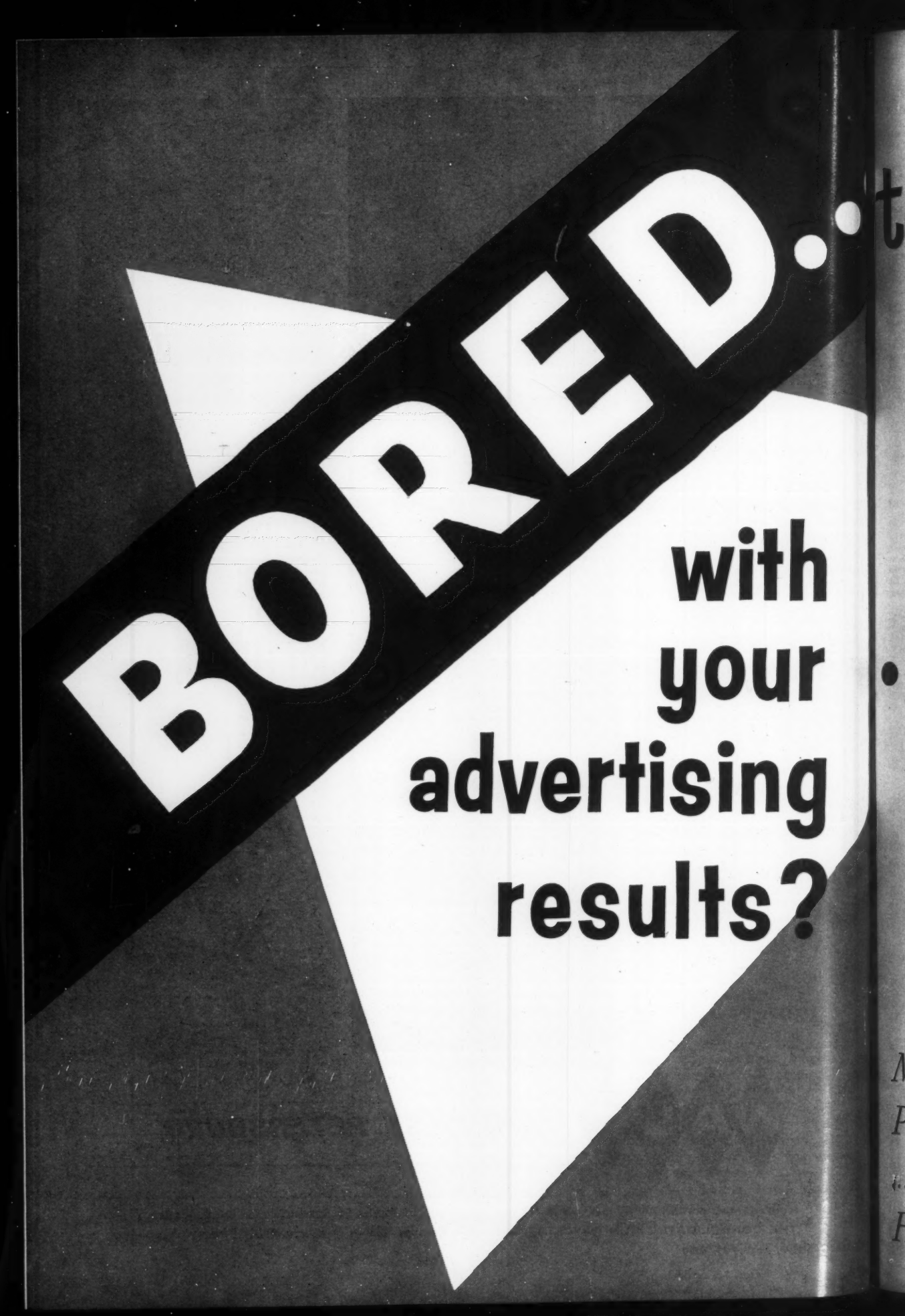


WALT

TAMPA—ST. PETERSBURG

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS WALT – *Tampa;* WSAI – *Cincinnati;* WPEN – *Philadelphia*


BORED...
with
your
advertising
results?

try KISN
More quarter-hour firsts than all other Portland stations combined—290 out of 300 ...April 1960 PULSE. First All Day in Hooper too...35.7 June-July, 1960 Hooper.
DYNAMIC RADIO IN DYNAMIC MARKETS
KISN - Portland
AVERY-KNODEL
KOIL - Omaha
AVERY-KNODEL
KICN - Denver
ADAM YOUNG
the Star stations
DON W. BURDEN — President

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno... astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series – BEST OF THE POST – for your market!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

photographs and explanatory drawings, and its style is clear and readable. All in all, a must for station owners who are about to invest in vtr equipment.

■ *"Control Techniques in Film Processing" Society of Motion Picture and Television Engineers, 55 W. 42nd St., New York 36., 181 pp., $5.00.*

A booklet designed to raise the quality level of film processing, has been released by The Society of Motion Picture and Television Engineers.

Each of the 10 chapters was written by a recognized specialist in some phase of the work. Included are discussions of the general principles of process control; mechanical evaluation and control; instruments for photographic control; control strips and sensitometric curves; the chemistry of film processing and economic considerations in establishing a process control system.

■ *"ABC of Film & Tv Working Terms," by Oswald Skilbeck, Hastings House Publishers, 151 East 50th St., New York 22, N.Y., 157 pp; $3.95.*

The author, managing director of a London film production company, has assembled a dictionary of the working words used in British film and tv studios. The usage followed is essentially British and the American user is likely to find some of the terms have acquired a new meaning on the other side of the Atlantic.

The book will prove useful to filmmakers with occasion to work in Britain or in working with British technicians.

OCCASION

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 29-31, Sept. 1-2, 5-7 (11-11:30 a.m.) Price is Right, part.

Aug. 29-31, Sept. 1-2, 5-7 (12:30-1 p.m.) It Could Be You, part.

Aug. 30, Sept. 6 (9:30-10 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Aug. 31, Sept. 7 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Sept. 2 (9:30-10 p.m.) Masquerade Party, Hazel Bishop through Donahue & Coe, Block Drug through Grey Adv.

Sept. 2 (10-11 p.m.) Moment of Fear, Lever through Sullivan, Stauffer, Colwell & Bayles.

Sept. 3 (10-10:30 a.m.) Howdy Doody Show, Continental Baking, Nabisco through Ted Bates.

Sept. 3 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles.

Sept. 3 (7:30-8:30 p.m.) Bonanza, RCA through J. Walter Thompson.

Sept. 4 (8-9 p.m.) Music on Ice, sust.

Sept. 4 (9-10 p.m.) The Chevy Mystery Show, Chevrolet through Campbell-Ewald.

Sept. 5 (10-11 p.m.) Murder and the Android, Purex through Edward H. Weiss.

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... Sol Taishoff
VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
SECRETARY ..... H. H. Tash
TREASURER ..... B. T. Taishoff
COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ... Lawrence B. Taishoff

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
MANAGING EDITOR ..... Edwin H. James
EDITORIAL DIRECTOR (New York) Rufus Crater
SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
ASSOCIATE EDITORS: Harold Hopkins, Dawson Nail.
STAFF WRITERS: George Darlington, Malcolm Oettinger, Leo Janos, Sid Sussman, Richard Calistri; EDITORIAL ASSISTANTS: Bob Forbes, Patricia Funk, Ruth E. Armstrong; SECRETARY TO THE PUBLISHER: Gladys Hall.

BUSINESS

V.P. & GENERAL MANAGER ..... Maury Long
ASSISTANT TO THE PUBLISHER: Lawrence B. Taishoff
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER ..... Ed Sellers
PRODUCTION MANAGER ..... George L. Dant
TRAFFIC MANAGER ..... Harry Stevens
CLASSIFIED ADVERTISING ..... Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER ..... Irving C. Miller
ASSISTANT AUDITOR ..... Eunice Weston
SECRETARY TO GEN. MGR. ... Eleanor Schadl

CIRCULATION & READER'S SERVICE

SUBSCRIPTION MANAGER ... Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, David Cusick, Christine Harageones, Edith Woo, William A. Anthony, Richard D. Strealy.
DIRECTOR OF PUBLICATIONS John P. Cosgrove

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

Editorial

EDITORIAL DIRECTOR ..... Rufus Crater
BUREAU NEWS MANAGER ... Donald V. West
ASSOCIATE EDITOR ..... David W. Berlyn
N.Y. FEATURES EDITOR ... Rocco Famighetti
ASSISTANT EDITOR ..... Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Diane Halbert

Business

SALES MANAGER ..... Winfield R. Levi
SALES SERVICE MGR. ... Eleanor R. Manning
EASTERN SALES MANAGER .. Kenneth Cowan
ADVERTISING ASSISTANTS: Donna Trolinger, Natalie Klein.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR ..... John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT ..... Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR ..... Bruce Robertson
WESTERN SALES MANAGER ..... Bill Merritt
ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

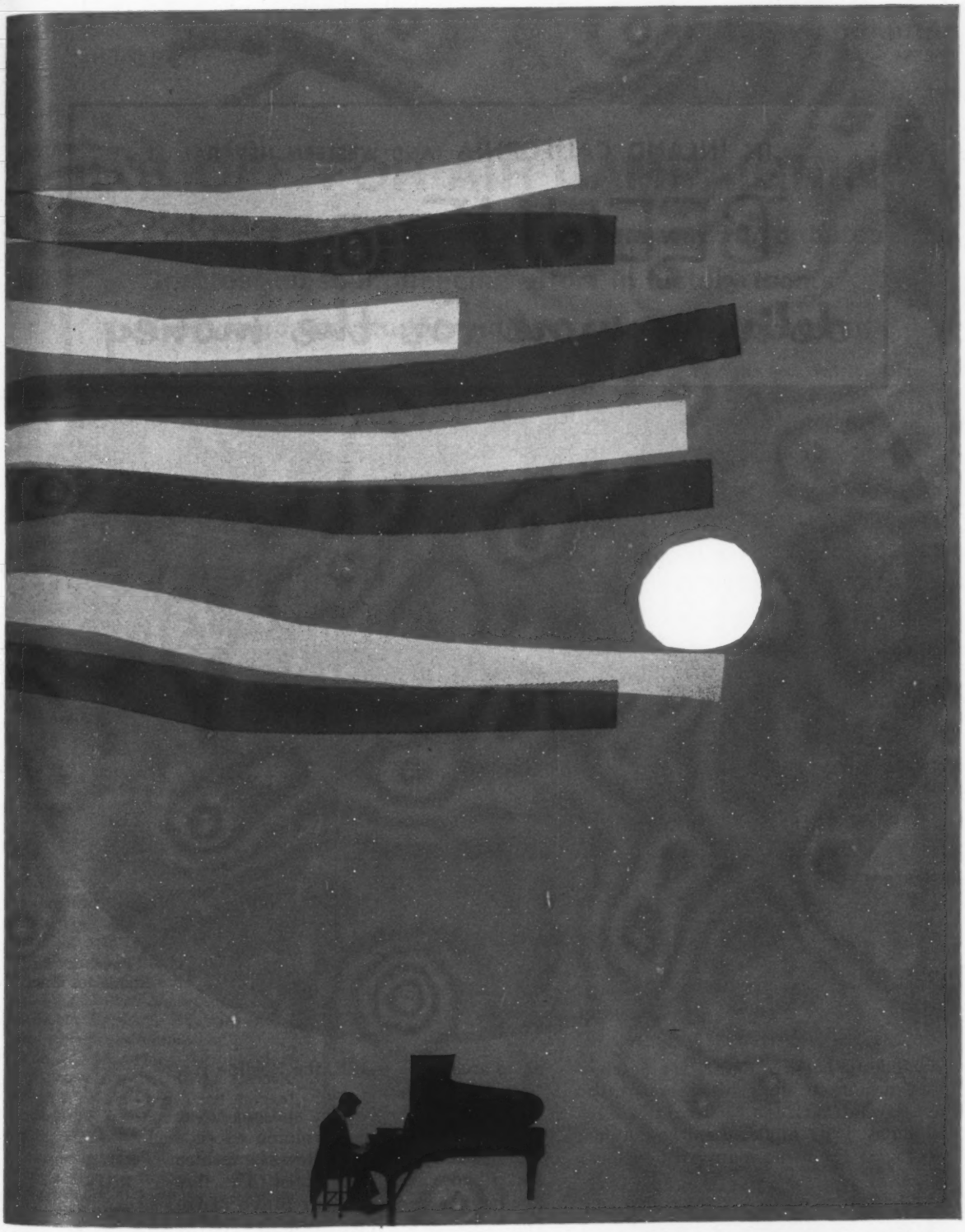
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932.

Broadcast Reporter in 1933 and Telecast* in 1953

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

Copyright 1960 by Broadcasting Publications Inc



AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

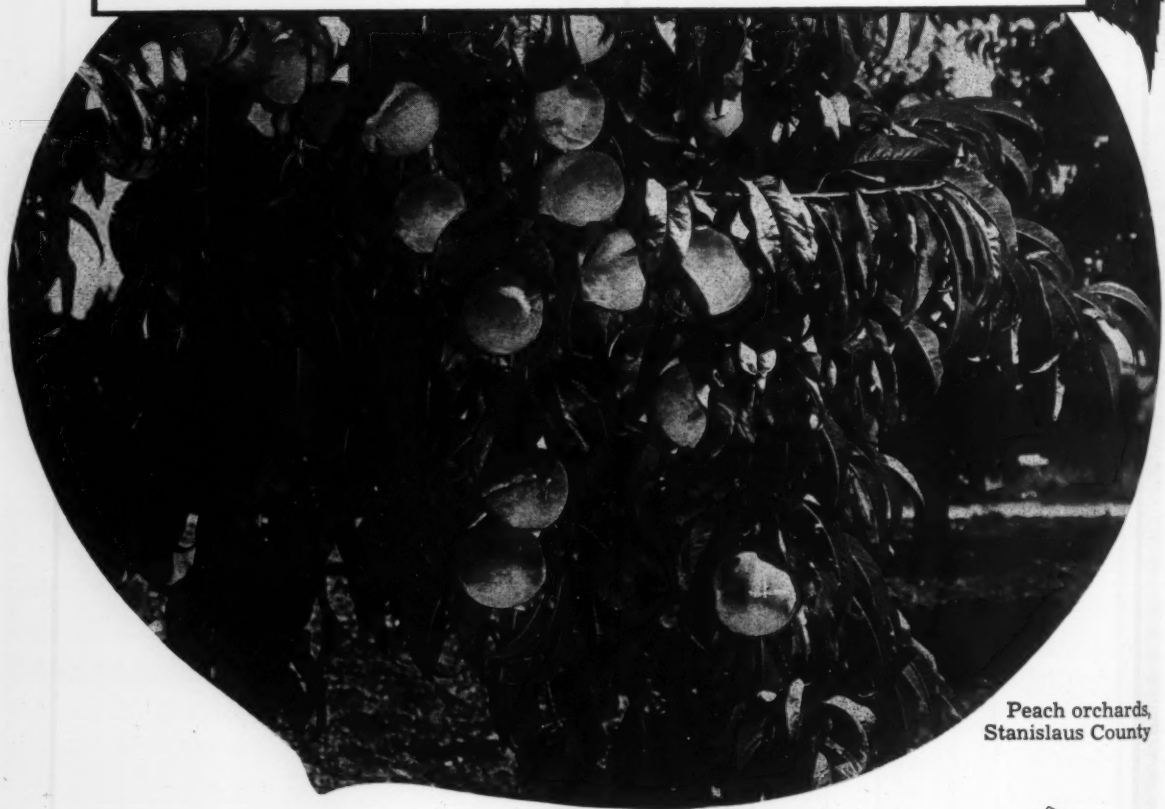
WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people . . . each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of *beautiful music* . . . music for people of all ages . . . music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make *beautiful music* together with WBAL-RADIO.

Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM & TV **WBAL-RADIO, BALTIMORE**

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Peach orchards, Stanislaus County

• Modesto, home of KBEE, is a peach of a farm market. The gross income of the average farm around Modesto is $18,186 — almost 161% higher than the national average.* The home county (Stanislaus) is:

first nationally in peach production
first nationally in milk exports
second nationally in turkey production
ninth nationally in total farm income

The most effective way to beam your radio message into the prosperous Modesto area is on KBEE, the Beeline station in Modesto.

As a group the Beeline stations cover a market whose retail volume exceeds that of Vermont, Maine, New Hampshire and Rhode Island *combined*. The five Beeline stations deliver more radio homes here than any combination of competitive stations . . . at by far the lowest cost per thousand.

(Nielsen & SR&D)

* *Sales Management's 1960 Survey of Buying Power*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 29, 1960

Vol. 59 No. 9

LID'S OFF FOR AIR CAMPAIGNING

Congress action on Sec. 315 opens way for debates

Greatest mass-influencing effort in history looms

First campaign studies indicate extensive timebuying

Radio and television are shaping up as the dominant vote-influencing weapons of the 1960 political campaign.

Airwave appearances, free and sponsored, promise to surpass any mass effort in political history, judging by pre-Labor Day developments.

Grass-roots television will be more widely used by candidates than had been predicted, it appeared from the first documentary evidence of political timebuying. This local air campaigning promises an important volume of station revenue and may account for 20% to 25% of non-network tv business in active political markets, according to monitoring reports in southern cities by Broadcast Advertiser Reports (see BAR story page 36).

Clearing the Air ■ Ground rules for network and station operation during the campaign began to emerge last week as the result of two developments:

■ Signing of SJ Res 207, suspending Sec. 315 language for the presidential campaign. President Eisenhower lauded broadcasters for their public service as he affixed his signature to the measure.

■ Progress in attempts by the two parties to work out a schedule for "The Great Debates" between Vice President Nixon and Sen. Kennedy.

At the weekend, hope was voiced that the GOP and Democratic spokesmen could meet with network representatives by mid-week and possibly resolve most of the problems involved in setting up a schedule of joint debates.

This schedule is one of the main factors holding up the purchasing of broadcast time by the advertising agencies for the national parties.

In any event, some of the confusion over what broadcasters can do and can't do during the campaign began to lift as effect of the Sec. 315 legislation was studied.

These questions have been asked for months: "How can stations stay out of political trouble?" "Is it necessary to grant free time?" "Must each party or opposing pair of candidates be given or sold exactly the same amount of time?" (See story page 36 for campaign do's and don'ts.)

Congressional action on Sec. 315 was completed Aug. 22 when the House passed a joint resolution by voice vote. As in the Senate, it was made clear in debate that networks and stations will be watched closely during the campaign for any sign of favoritism that might develop.

Nixon vs Paar ■ The first major broadcast following suspension of the Sec. 315 equal-time requirement for presidential candidates was Vice President Nixon's Thursday night appearance

Under new rules ■ The first nationwide broadcast after suspension of the political law's application to the presidential and vice presidential races took place when Vice President Nixon appeared in a video tape interview on the NBC-TV *Jack Paar Show* Aug. 25. The day before President Eisenhower had signed the suspension into law.

With the Sec. 315 legislation clearing the way for the "Great Debates" between Sen. Kennedy and himself, Mr. Nixon voiced his views in answer to questions by Mr. Paar.

"The debates will be a very rugged experience for the two of us," the GOP candidate said. "I hope we present the views so people can make up their minds on the issues, not the personalities. It will be a great challenge. It's most important not to bore the public. Instead we must get more people to the polls and get them to think."

The program was taped in the NBC Washington studios at WRC-TV.

Sen. John F. Kennedy, Democratic candidate, will be offered a parallel appearance on the Paar show.

AIR CLEARED FOR GREAT DEBATE

The nation's tv and radio networks and their affiliates were ready last week to make their audiences the most politically-informed electorate in history following congressional and presidential approval of a resolution to suspend—for this campaign—the equal time provisions of Sec. 315 for presidential and vice presidential candidates.

The House passed S J Res 207 Aug. 22 by voice vote, with no dissent heard, and the President signed it Wednesday to complete action on

SEN. JOHNSON*

Public Law 677, 86th Congress.

Enactment of the measure, approved by the Senate June 27, gave the networks carte blanche to carry out their promises to present the major party presidential and vice presidential candidates in a series of face-to-face debates without being subject to equal time demands from minority or splinter party candidates for those offices.

On the Spot ■ But the House, made clear, as did the Senate, that all the networks and all tv and radio stations will be under a congressional microscope from now till election day Nov. 8. The Senate has a special "watchdog" subcommittee looking for any instance of partisanship or favoritism by a broadcaster in presenting candidates. The House Commerce Committee also will keep a sharp lookout for abuses of the new privilege, its chairman, Rep. Oren Harris (D-Ark.), promised last week.

Rep. Harris, who managed the suspension resolution on the House floor, in urging support for the proposal made these points:

■ The measure would mean $4 to $5 million in free time divided between the Democratic and Republican party nominees (based on eight hours from each network).

■ Its public interest mandate should assure equal time for the nominee of any "substantial newsworthy" third party.

■ Congress does not expect the networks to accept commercial sponsorship of programs on which candidates appear that are covered by the new law.

(Mr. Harris said he understood that neither of the two candidates want commercial sponsorship and . . . 'therefore, I do not think there will be any effort at all to do that.")

Suspension this year provides no basis for asking outright repeal of Sec. 315 next year. He added, however, that suspension this year will put Congress in position to know better how to legislate for the future.

Questions Raised ■ Rep. John B. Bennett (R-Mich.) said that while he supports the resolution, he does so with little enthusiasm, feeling it delegates too much authority to the broadcasters.

Rep. John Moss (D-Calf.) said he supports the bill "reluctantly," and added that while he trusts the networks to be fair to each candidate, he doesn't trust the stations themselves which, he said, can apply the new law in presenting spots on behalf of candidates on the local level. He said he has received a number of complaints concerning abuse of editorializing by licensees and is bothered by the "increasingly partisan operation of some broadcasters."

Rep. William Avery (R-Kan.) questioned whether the amount of free time contemplated (total 24 hours) might not be more than people would want to see on politics. "We who are in public life are so

AMBASSADOR LODGE

* *With Nancy Hanschman of CBS.*

by video tape on the NBC-TV *Jack Paar Show*. Mr. Nixon gave a preview of the way he will perform in a joint debate. The candidate created an air of relaxed competency as he fenced with the m.c. and answered two questions from the Washington studio audience and two from the New York studio (see picture page 31).

While neither major party would divulge details of timebuying plans, one GOP campaign official said, "We're planning lots of spot tv." Similar statements were made informally at Democratic headquarters. (See roundup of time buying strategy, BROADCASTING, Aug. 15).

The networks were getting restive over lack of agreement between the parties on the joint debate schedule. Time is running out, since a lag of 45 to 60 days is involved in notifying sponsors that time will be withheld for political programming.

Both parties are pitching for the 11 p.m.-midnight hour on NBC election eve. One network official said it may be necessary to toss a coin to decide between the two.

One purported time purchase in the negotiating stage is an all-Pennsylvania hookup for a half-hour Kennedy speech slated Sept. 15 in Lancaster, Pa.

ABC Invitation ■ Immediately after the signing of the Sec. 315 resolution, ABC announced it had invited Nixon, Kennedy, Lodge and Johnson to appear on the ABC-TV *Campaign Roundup* to discuss their views on the issues. The weekly series returns Saturday, Sept. 17 (7:30-8 p.m.).

The invitation was issued by John Daly, ABC vice president in charge of news, special events and public affairs. If accepted by the candidates the appearances would be in addition to the already proposed Great Debates.

President Eisenhower congratulated networks for the public service they are performing by providing facilities for candidates on an equal-time basis and without cost.

He told his Aug. 24 news conference, after signing the Sec. 315 resolution, "It seems to me over these years the costs of presenting the issues and cases and personalities to the public has gone way up, and if these networks can help out on this equal-time basis, it will be a fine thing." The President's remarks were made in answer to a question asked by Ray Scherer, NBC White House correspondent.

Debate Concepts ■ As the weekend approached, several points of difference were apparent in the party attitudes

SEN. KENNEDY

close to this matter we may overly evaluate or estimate how much public interest there is in these political matters."

Rep. William Springer (R-Ill.) spoke favorably on the measure. Rep. James Roosevelt (D-Calif.) entered a proposal by Richard D. Porter, U. of Southern California, counter-proposing that networks offer to sell time in a debate format to all candidates or adapt the debate structure to the presently-exempted news and panel shows.

Unusual Tactics ■ SJ Res 207 was passed by the House under the fairly rare suspension of rules procedure reportedly because House Speaker Sam Rayburn (D-Tex.) did not want to risk getting it shelved by the ultra-conservative House Rules Committee, which normally releases bills.

Statements by the networks on sponsorship were entered in the *Congressional Record* by Rep. Harris. Though CBS repeated its no-sponsorship position on the proposed debates and ABC and NBC left the question of debates sponsorship to the candidates, neither committed itself on programs other than debates on which the candidates might appear. Mutual indicated it would carry all candidates' appearances unsponsored.

SJ Res 207 was proposed by the Senate Commerce Committee after hearings in May on a bill to require the networks to furnish free tv time to candidates. Most witnesses felt this amounted to confiscation and most agreed the networks should be given a chance to make time available to major party candidates for the presidency and vice presidency without being subject to equal time demands from splinter parties.

Hearings have been held on similar or related measures in the House during this Congress and in the House and Senate over several years. President Eisenhower called Sec. 315 "ridiculous" last year after an FCC decision holding that Lar Daly, perennial candidate for high office and thorn in network sides, was entitled to time equal to that of two political opponents who had appeared on newscasts. The presidential expression gave impetus to a bill enacted later in the year to exempt news programs from Sec. 315.

VICE PRESIDENT NIXON

toward the candidates' joint broadcasts. The Democrats want five appearances —two or three debates and two or three news conferences, according to J. Leonard Reinsch, broadcast consultant to Sen. Kennedy.

The GOP was understood to favor a maximum of three broadcasts, with the last one taking place around Oct. 20 or 2½-weeks before the end of the campaign. This baffled some of the Democratic planners, who felt the debate or conference closest to election day would pull the biggest audience.

Democrats felt, too, that Republicans aren't showing the confidence they evidenced a fortnight ago. The Nixon supporters had predicted their candidate would be much more effective than Sen. Kennedy in off-the-cuff, free-swinging oratory.

Lending importance to the joint broadcasts is the widely held belief that enough independent votes may be swung to decide the election outcome.

Herbert Klein, press secretary to Vice President Nixon, was chary about answering questions dealing with the GOP position. He said the GOP prefers not to divulge its stand before an agreement is reached between the parties and the networks.

Networks Approve ■ Commenting on final congressional action on Sec. 315, Dr. Frank Stanton, CBS Inc. president, said broadcasters are offered "an unprecedented opportunity to bring to the American people the candidates and issues of this vital presidential campaigning." He said the CBS networks were prepared to broadcast the debates from any cities in which the candidates were appearing.

If campaign itineraries should prevent the candidates from meeting in person, he said, "CBS would offer the use of electronic and split-screen techniques so that each candidate could see and hear his opponent, while both could be seen and heard on the screen at the same time in American homes." He recalled he had first suggested suspension of the equal-time clause last May in testifying before a Senate subcommittee.

Earlier Dr. Stanton had announced CBS networks would not accept commercial sponsorship for the joint debates.

Robert W. Sarnoff, NBC board chairman, said in telegrams to the presidential candidates that NBC's desire to present them on the air was not prompted by commercial considerations but by a desire to inform the electorate. He added, however, that NBC had received expressions of sponsor interest and "felt it desirable in the public interest to encourage sponsorship of informational programs in the field of public affairs." Finally, Mr. Sarnoff said the network intended to proceed with joint debates "whether or not sponsor interest develops."

For ABC, Mr. Daly said, "We can anticipate that as soon as Vice President Nixon's and Sen. Kennedy's representatives have firmed up their campaign schedules and have had an opportunity to make such modifications as will permit the joint appearances of the two candidates, the specific dates and times of the debates will be settled. The radio and television media eagerly await this opportunity to further expand their service to the public in this election year, relieved of at least some of the inhibitions of the Communications Act of 1934."

Political sidelights

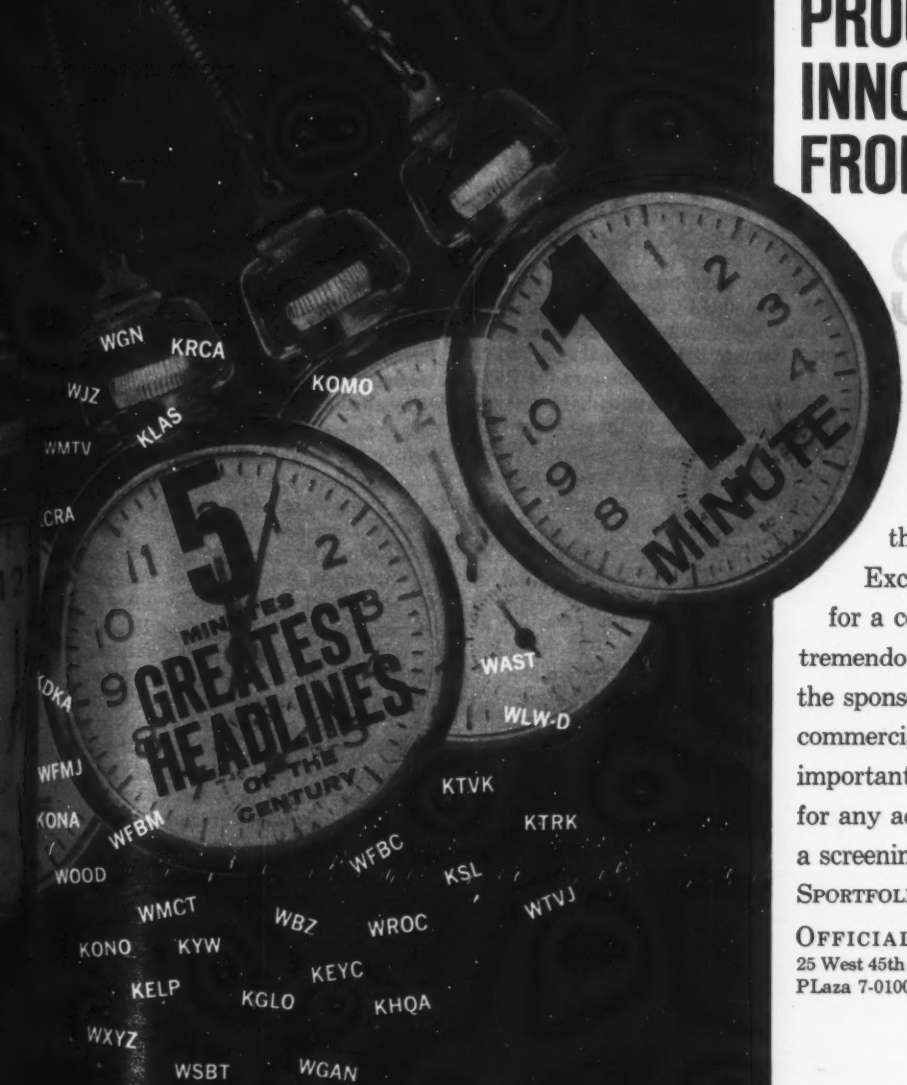
■ Henry B. Owen, executive vice president of King Broadcasting Co., Seattle, was named Aug. 24 by Sen. Kennedy to head his campaign committee in Washington state. Mr. Owen, 66, is a director of Greater Seattle Inc. and the Central Assn. of Seattle.

■ Metropolitan Broadcasting Corp. stations will start an intensive get-out-and-vote campaign after Labor Day, using talks by such celebrities as Francis Cardinal Spellman, Mrs. Eleanor Roosevelt, James A. Farley, Helen Hayes, Al Capp, Milton Caniff, Buddy Hackett and Norman Thomas. Underlying the drive is "the importance of the forthcoming presidential elections to the entire citizenry and the free world." Participating stations will be WTTG (TV) Washington; WNEW-TV New York; KOVR Stockton-Sacramento, Calif., and WTVH (TV) Peoria, Ill.

WHAT NEW LAW MEANS p36
HEAVY TIMEBUYING ALREADY p36

OFFICIAL FILMS, INC.

TWO FAST-SOLD SHOWS PROVE THE DRAWING POWER OF THE NEW FLEXIBLE SHORT-SEGMENT CONCEPT IN TV PROGRAMMING



The score for ALMANAC . . . 90 stations. The total for GREATEST HEADLINES . . . over 50 stations and still coming! Convincing proof of the tremendous appeal of this short-segment concept for audience, station and sponsor alike! The reason, of course, is its flexibility. A five-minute show slips easily into any time slot. It multiplies exposure and frequency. It allows advertisers to stretch advertising dollars over prime TV times. And the subject matter has high inherent interest and prestige.

AND NOW...ANOTHER PROGRAMMING INNOVATION FROM OFFICIAL...

SPORTFOLIO

Great, dramatic high points in the history of sports . . . brought to the TV screen through newsreel clips. Exciting, fast-moving vehicle for a commercial message . . . tremendous selling appeal for the sponsor who must limit his commercials to seconds but wants an important setting. Goes anywhere . . . for any advertiser! Arrange for a screening—get your order in early, SPORTFOLIO's success is assured!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
PLaza 7-0100

POLITICS: BONANZA FOR LOCAL TV

Campaign advertising may run to 25% of total advertising

The first documented case histories of 1960 political campaigning on television suggest—without exception—that candidates may rely on grass-roots tv even more heavily than anybody expected.

In the closing days of the campaign, political purchases may account for 20 to 25% of the non-network television business in politically strategic markets.

That was the speculation last week based on tv monitoring reports made in southern cities while last-minute primary campaigning was actually in progress. The "preview" cities were New Orleans, Miami, Little Rock and Nashville, which at the time of the monitoring—by Broadcasting Advertisers Reports—were in the throes of primary electioneering. In the heavily Democratic South, the primaries often are more bitterly contested than the final elections.

Consistent ■ BAR's records showed that in three and probably all four of these cities the number of political spot announcements during the monitored pre-primary weeks totaled from one-fifth to one-fourth of all local, national and regional spots, aside from substantial numbers of programs ranging from 5 to 60 minutes in length.

By actual count, BAR found that political announcements represented 24.6% of all non-network advertising messages—and 41.2% of all local advertising messages—in New Orleans television during the monitored week (July 16-22) preceding the voting there.

In Little Rock, which found itself in FCC's hot water when its tv stations substituted local politics for the Republican National Convention on primary eve (BROADCASTING, Aug. 1), BAR's figures showed 19.6% of non-network commercials were political during the period of two weeks (July 9-15) before the primary. In Miami the political content was estimated to be at about the same level (week ended April 29). BAR was still analyzing its Nashville tapes last week but first indications were that the political ratio (week ended July 15) was running close to that found in the other markets.

These four are the only cities where BAR's regular monitoring—which includes 76 U.S. markets, plus the networks—has coincided with pre-primary wind-ups. The uniformly heavy political volume found in all four cities led observers to speculate that, despite the relatively small number of cities, they might prove typical of many throughout the U.S. in this fall's campaign.

At All Hours ■ In all four markets the political purchases were scattered

NEW AIR RULES FOR CAMPAIGN

Amended Sec. 315 offers both opportunities and pitfalls

Broadcasters face the 1960 election under a new set of rules. Two major changes have been made in the political broadcasting law (Sec. 315 of the Communications Act) since the last state and nationwide elections.

In many respects the law now is more liberal through (1) exemption of four categories of news shows from equal time demands and (2) exemption of presidential and vice presidential candidates from Sec. 315, signed into law last week.

But, through these same two acts of Congress, new pitfalls have been opened for broadcasters in placing aspirants for public office before the listening and viewing public. And Congress has given repeated and stern warnings that it will be watching the all-powerful electronic media during the fall campaigns.

The FCC, prodded by Congress, also is wielding a big stick over the station operator's handling of politicians. The commission already has mailed a lengthy questionnaire to every am, fm and tv station and network demanding minute accounting of political broadcasts—both those aired and refused (BROADCASTING, Aug. 15).

No Ready Answer ■ How can station WOF-AM-TV stay out of trouble during the next two months and still fulfill what the FCC says is its obligation to help inform the electorate? No group is more divided on this question than practicing lawyers before the FCC—and, it might be added, key commission staffers themselves. However, there are certain guides which the WOF manager can follow in making his decisions.

One little-publicized facet of Public Law 86-274, which exempted newscasts, news interviews, news documentaries and on-the-spot coverage of news events from equal time demands, is that it removed the exemption from libel for broadcasters from statements made by candidates on these four categories of broadcasts. In a 5-4 decision a year ago in the WDAY-TV Fargo, N.D., case, the Supreme Court ruled that a station was not liable for broadcast statements made by a candidate because the station was expressly forbidden by Sec. 315, as then written, from censoring the candidate's statement.

News programs no longer fall under Sec. 315. Technically the station can censor statements on such broadcasts by candidates and could be held accountable for libel.

This new law will prove beneficial to broadcasters and the public, however, in permitting stations to cover newsworthy campaign activities of state and local candidates without a stopwatch to make sure equal coverage is given. No longer will a Lar Daly be able to make demands because Mayor Daley attended an official function.

The latest congressional action exempting the presidential campaign from Sec. 315 will prohibit the same Mr. Daly from demanding—and getting—network time as he did on the *Jack Paar Show*. The new law, S.J. Res 207, was placed on the books for this year only on a trial basis as a compromise.

Exemption from equal time demands was absolutely necessary, the networks successfully argued, if they were to present the "great debates" featuring presidential nominees Richard M. Nixon and John F. Kennedy. Otherwise, they reasoned, the baker's dozen-plus self-styled candidates for President could make legal demands for equal time.

The industry tried twice before (in 1956 and again last year) to get debates exempted from Sec. 315. In fact the 1959 amendment included such an exemption as it passed the Senate but the exemption was deleted by the House.

A Local Problem ■ This same law, while helping the networks, can add to the problems of the individual stations.

throughout the day and night—as early as 7:25 a.m. for one spot and 8 a.m. for an hour-long discussion program, and as late as 12:45 a.m. and later—but the emphasis appeared to center on late afternoon and evening time in most cases.

The totals by market, as compiled from BAR records broke down as follows:

NEW ORLEANS—460 spot announcements plus 45 programs (six five-minutes, 29 quarter-hours, three 20-minutes, seven 30-minutes).

LITTLE ROCK—156 spot announcements plus four programs (two half-hours, two quarter-hours).

MIAMI—499 spots plus 61 programs (53 five-minutes, one quarter-hour, four half-hours, one 35-minutes and two 60-minutes).

NASHVILLE (preliminary count)—107 spots plus seven quarter-hour programs.

Four-city Totals ■ 1,222 spots plus two one-hour programs, one 35-minute program, 13 half-hours, three 20-minute periods, 39 quarter-hours and 59 five-minute periods.

BAR figures indicated that on WWL-TV New Orleans—which carried substantially more political business than either of the two other stations there—politics accounted for more than half (54.8%) of all local commercial messages aired during the week.

Examination of the BAR report suggests politics may hold several implications for regular national advertisers, none of them necessarily welcome. Triple-spotting was not entirely unheard-of, and even when commercialization didn't go that far, the schedules sometimes appeared to be so awash with politics that product messages seemed lost—at least on the logs, although one observer speculated that actually the reverse might be true: "In all that politics, a regular commercial might come as a welcome relief to the viewers."

Pre-emptions ■ In New Orleans a total of 12 hours, 35 minutes of regular programming was pre-empted for politics during the week—9 hours, 30 minutes of network time, 3 hours, 5 minutes of local programming. Virtually all of the network preemptions were in evening hours (ranging between 6:15 and 10 p.m. local time).

CBS-TV's *Douglas Edwards and the News* was pre-empted across the board on WWL-TV. (Sponsors: American Home, Philip Morris, Carter Products. *The Texan* (Brown & Williamson, All-State). *Peck's Bad Girl* (sustaining), *Reckoning* (participating), *Invisible Man* (sustaining), *Video Village* (Procter & Gamble) and a quarter-hour of *Brighter Day* (Lever) also gave way to politics on WWL-TV.

WVUE (TV) pre-empted 15 minutes of ABC-TV's *Music on Ice* (sustaining), *Producer's Choice* (Bristol-Myers, Reynolds Tobacco), *Best of Groucho* (J.B. Williams Co., Lever Bros.), *Cimarron City* (sustaining), *Wichita Town* (Alberto-Culver), *Masquerade Party* (Block Drug) and *Moment of Fear* (participating).

The stations sharing the political bonanza in the other cities were KARK-TV, KATV (TV) and KTHV (TV) in Little Rock; WCKT (TV), WPST-TV and WTVJ (TV) in Miami, and WLAC-TV, WSIX-TV and WSM-TV in Nashville.

For example, Messrs. Kennedy and Nixon will be touring the hinterlands and appearing on television and radio with candidates for governor and Congress. Will the station then have to grant equal time to the state candidate's opponent? Not if the appearance is strictly "bona fide news coverage." However, one FCC official said last week that if the local candidate discussed "issues" the station then could be liable for equal time demands—even if the appearance was news. This interpretation already has been sharply disputed by others.

Pandora's Box ■ In the news exemption to Sec. 315—so eagerly sought by radio-tv—the Congress added a phrase that lawyers predict will lead to an endless stream of litigation. It requires stations ". . . to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." Many questions already are being asked as to the meaning of this requirement. For instance: What constitutes a reasonable opportunity? Whose conflicting views? How many views? Who can demand time to answer whose views (i.e., a layman vs a candidate)?

Much will hinge on a definition of "reasonable opportunity" and the FCC, as yet, has handed none down. The commission has, however, already slapped the wrists of three tv stations because of their alleged lack of "fairness" in presenting both sides. This came about when the three Little Rock tv stations blacked-out the first night of the Republican convention in favor of state and local vote appeals by Democratic candidates (BROADCASTING, Aug. 1).

In addition to the President and Vice President, 33 senators, 437 congressmen, 27 governors and thousands of other state and county officials will be elected Nov. 8. Aspirants for these jobs have recognized that radio and television—particularly the latter—are the primary means for exposing their personal attributes to the voter.

These many politicians will cause the station manager to face new problems and make important decisions almost daily between now and Nov. 8. Each time an office seeker feels he has been wronged, seeds are sown for a protest to the FCC and Congress. And, as the officeholders on Capitol Hill have warned repeatedly during the past 18 months, broadcasting is on trial.

Here are the ground rules under which political broadcasting operates (the 1959 amendment appears in italics):

"Sec. 315 (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunity to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

"Appearance by a legally qualified candidate on any—

"(1) bona fide newcast,

"(2) bona fide news interview,

"(3) bona fide documentary (if the appearance of the candidate is inci-

CBS beams

That wasn't really a television spotlight in the House gallery last Monday when congressmen voiced approval of the Sec. 315 suspension. The beam came from the sometimes boyish face of CBS President Frank Stanton.

With good reason. More than five years ago, in May 1955, he first offered CBS network facilities for face-to-face televised debates between major party presidential candidates, conditioned on protection against equal time demands from splinter party candidates.

With him were Vice President Richard S. Salant, often the spokesman for CBS in Capitol Hill testimony on Sec. 315, who took time away from his vacation to witness the triumphant moment, and Washington Vice President Ed Bunker and CBS Washington attorney Leon Brooks.

dental to the presentation of the subject or subjects covered by the news documentary), or

"(4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto),

shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

"(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

"(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section."

Added Provisions ■ *In addition to the amendment of Sec. 315 (in italics above), the Congress simultaneously adopted the following language as Sec. 2 of Public Law 86-274. Sec. 1 of that law was the amendment to Sec. 315 of the Communications Act. Here is the second part of the Congressional action:*

"Sec. 2. (a) The Congress declares its intention to reexamine from time to time the amendment to section 315 (a) of the Communications Act of 1934 made by the first section of this Act, to ascertain whether such amendment has proved to be effective and practicable.

"(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest."

The text of the joint resolution to suspend Sec. 315 for presidential and vice presidential candidates appears on page 32.

BROADCAST ADVERTISING

SINGLE RATES WINNING 'POLL'

Respondents to SRA survey running 6-to-1 in favor of concept

Station Representatives Assn.'s endorsement of the single-rate concept for both local and national spot business has brought back a response that is running about 6-to-1 in favor—but reflects some serious concern nevertheless.

Out of approximately 75 stations that had responded to SRA's letter by late last week—less than two weeks after the letter went out (BROADCASTING, Aug. 15)—the formations were shaping up this way.

■ Pro: 39 said they already were on the one-rate plan, eight others were adopting it or had just done so, and about a dozen others said they were inclined toward it, or agreed with the concept but had some questions or reservations or thought that in some cases practical considerations dictated exceptions.

■ Con: Six stations flatly rejected the idea, two others said they had tried it but found it didn't work and two others thought it was not a real solution as far as they were concerned.

■ Unclassified: The rest were noncommittal, wanted more information or for other reasons were hard to classify as yes or no. With a few notable exceptions, the first returns came from medium and small-market stations, predominantly radio rather than television.

The SRA letter, adopted unanimously by the organization's 20 member-firms and sent out by Managing Director Lawrence Webb, had gone to all U.S. radio and tv stations, whether represented by SRA members or not. SRA's position is that separate national and local (or retail and general) rates inevitably result in discrimination against some advertisers and that the historical reasons for the distinction no longer exist. Stations which for any reason could not now go to a single rate were urged by SRA to take a "transitional" step by rigorously defining and enforcing their separate categories.

Whither Commissions? ■ In their

Station boxscore on single rates

Here's the boxscore of station positions on the single-rate question as compiled from letters to SRA:

Recently adopted, or have decided to adopt, a single rate—KYTE Pocatello, Idaho; KAYO Seattle, Wash.; KSOK Arkansas City, Kan.; KPHO Phoenix; WEJL Scranton, Pa.; WKLV Blackstone, Va.; WBNY Buffalo; WDCL Clearwater.

Already on a single rate—KWFT Wichita Falls, Tex.; KHOW Denver; KSET El Paso; WHBC Canton, Ohio; WBGN Bowling Green, Ky.; WCMP Pine City, Minn.; WICE Providence, R.I.; KTVB Boise, Idaho; all Balaban stations (WIL St. Louis, WRIT Milwaukee, KBOX Dallas, WICS-TV Springfield, Ill.; WTVO-TV Rockford, Ill.; WCHU-TV Champaign, Ill. and WHNB-TV Hartford, Conn.); WAJF Decatur, Ala.; WMBD-AM-FM-TV Peoria, Ill.; KRIS-AM-TV Corpus Christi; KPAM Portland, Ore.; KWEI Weiser, Idaho; KFSC Denver; WDNG Anniston, Ala.; KOOL-AM-TV Phoenix; WITZ Jasper, Ind.; WYCL York, S.C.; KIZZ El Paso; WAGE Leesburg, Va.; WMCA New York; WISP Kinston, N.C.; KBRI Brinkley, Ark.; KIND Independence, Kan.; KVTV (TV) Sioux City, Iowa; WHYE Roanoke, Va.

Considering or inclining toward a single rate—WJUD St. Johns, Mich.; WCHB Inkster, Mich.; KOJM Havre, Mont.; WBRV Bonnville, N.Y.; WSJS-AM-TV Winston-Salem, N.C. WITN Washington, N.C.; WCNY Carthage-Watertown, N.Y.; KYND Tempe, Aiz.

Against single rate (favor separate national and local rates)—KIST Santa Barbara, Calif.; KWKH Shreveport, La.; WJEJ Hagerstown, Md.; KOOK Billings, Mont.; WSTV-AM-TV Steubenville, Ohio.

Think single rate not practical in all situations—KPAY Chico, Calif.; KTFI Twin Falls, Idaho.

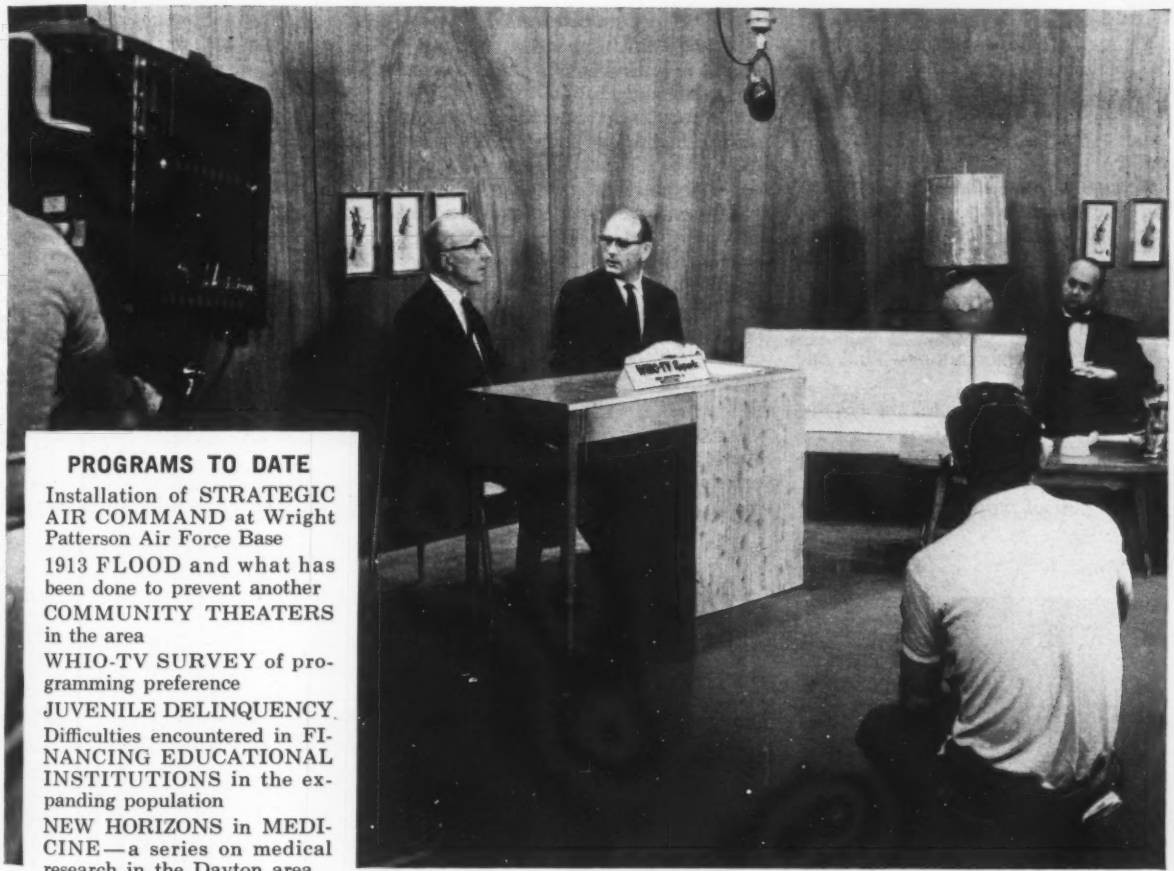
Have tried single rate but abandoned it—WMRN Marion, Ohio; KJEO Fresno, Calif.

The other letters out of a total of about 75 received as of last week were noncommittal or took varying positions. Several asked for additional information.

every friday evening at seven

"WHIO-TV REPORTS"

a program deeply concerned with the interests and welfare of its viewers



PROGRAMS TO DATE

Installation of STRATEGIC AIR COMMAND at Wright Patterson Air Force Base

1913 FLOOD and what has been done to prevent another

COMMUNITY THEATERS in the area

WHIO-TV SURVEY of programming preference

JUVENILE DELINQUENCY

Difficulties encountered in FINANCING EDUCATIONAL INSTITUTIONS in the expanding population

NEW HORIZONS in MEDICINE—a series on medical research in the Dayton area

Photographed during the first program of the New Horizons in Medicine series are (left) Frank C. Sutton, M.D., Director, Miami Valley Hospital; Al Herbert, moderator; and Nathaniel Soifer, M.D.

PROGRAMS TO COME
(Partial List)

CIVIL DEFENSE—a series on preparation, plans, equipment and training in this area

FBI in Southwestern Ohio; equipment, training, qualifications, operations

WATER POLLUTION, and what is being done to curb it in the Miami Valley

WEATHER FORECASTING, and why the Miami Valley area is one of the most difficult to forecast

MILITARY AVIATION PROGRESS, from old McCook Field to present installations at WPAFB

There's entertainment galore on WHIO-TV. That's as it *should* be. But there's information, too, that is interesting, dramatic, vital. That's as it *must* be if WHIO-TV continues its policy of both satisfying and serving its viewers. *As it will.*

Ask George P. Hollingbery for data on WHIO-TV and its market — third largest in Ohio.

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

responses, many stations voiced concern over the effect of agency and/or rep commissions—15% each by standard definition—upon their net take from national business. Several pointed out that, with a single rate, these commissions would mean that national sales would actually yield less than local. One broadcaster proposed that the commission system be eliminated outright.

Some said they got around this problem by adding the equivalent of the commissions onto the local rate in setting the charge for national business. This included at least one broadcaster who felt that he was on the one-rate standard nevertheless. Another, explaining that the commission problem was the reason for his two-rate structure, summed it up this way: "Assume our lowest local rate to be $1.15. If we have to deduct a 15% agency commission and a 15% rep commission, this leaves us with a net of about 83 cents. Why bother to sell national at all when our lowest local rate is $1.15?"

Others cited other reasons—and opposite results.

One, on a single rate for the last six years, said: "We have found that by the time we pay our local salesmen their commission on local accounts, plus the cost of writing copy, servicing the account and the other necessary duties, our cost per account was about 19 percent compared with only 15% (commission) for the national account."

Another single-rate exponent: "We (find) that it costs the station more to put local advertising on the air than it does to pay rep and agency commissions. Therefore it stands to reason that national-regional advertisers should not be penalized and expected to pay the costs arising from local advertising."

On The Other Hand ■ At the opposite pole was the experience of a station that is sticking to dual rates: "The local merchant never asks for a long listing of affidavits showing the exact times each and every spot was aired and what preceded and what followed it. The local merchant doesn't demand audience surveys, engineering surveys, coverage maps; nor do we have a list of long-distance phone calls to pay for at the end of each month for our local boys. . . . I want to be paid something for my toil and something extra when it becomes extra toil and expense. You don't get box seats at balcony prices."

Stations with separate rates volunteered different ways of handling the sometimes sticky problem of deciding which advertisers are eligible for national and which for local rates.

One said: "We define a local advertiser as one which is locally owned and has only one or two local outlets; a national advertiser is one which may be locally, nationally or regionally owned but which has several coverage-area outlets or a product which is generally available through several stores within or outside of (our coverage area).

Another, who contended the single rate is good in many but not all cases, reported: "We allow any advertiser in the area to use our local retail rate where the announcements are authorized by and billed to a local firm when the address of this store is given in the announcement. . . . We charge the general (national) rate to all companies that are advertising a product or service that can be purchased in any of the various stores and cities of our area."

SRA's contention that separate rates are no longer justified did not go unchallenged: ". . . The benefit gained by advertising on our station for a retail outlet diminishes with distance. When a listener 75 miles away hears Chesterfield cigarettes advertised on my station he can go next door and buy a package if he has the inclination. If he hears about a sale at one of our

We're ready with the 60-61
Championshi
26 brand-new, full-hour films
featuring the world's greatest bowlers
the top-rated sports show in televisio

local department stores, he has to come 75 miles to make the purchase. Obviously the national advertiser benefits more from the coverage than a local advertiser."

Effect on Revenues ■ Some single-rate stations thought it resulted in higher revenues, some thought other advantages were more tangible.

One: "Unfortunately, I can't say that the single rate has increased national business for us. It seems to me that while the national agencies—or at least their executives—can talk about the single card and its merits, the time-buyer is concerned only with the numbers. . . . On the other hand, if station management only knew the headaches that are avoided with a single card—it makes running a radio station a pleasure instead of a problem."

Another, after a year with a single rate: "Many other stations have said this is an 'unrealistic' approach, but we don't believe them—and we have the growth to prove it."

Another, after six single-rate years: "You may quote us to any other station that our national business has gone up over 20 percent and [the single rate] also aided us in raising our local rates."

One broadcaster who said he has made plans to go to a single rate: "Only a blind man would not be able to see that this can be and has to be the only answer to the rate problem."

Another sent in a copy of his single-rate card with a note but no philosophizing: "This is it," he wrote, "and we don't give a dam (sic) who buys!"

Agencies laud SRA

Officials of two major agencies last week officially commended the single-rate stand taken by Station Representatives Assn. (BROADCASTING, Aug. 15; also see page 38). They were Herbert Zeltner, vice president and media director of Lennen & Newell, and Leslie D. Farnath, media vice president of N.W. Ayer & Son, who has been one of the leaders in the continuing movement for more rigid enforcement of equitable rate policies by stations.

Mr. Zeltner said in a letter to SRA members: "Very rarely does an agency send fan mail, but your wisdom, farsightedness and very real concern for the overall effectiveness of broadcast advertising which was demonstrated by this action certainly calls for a heartfelt 'thanks' from your agency partners.

"As with most other [agencies], we have become increasingly concerned with the 'local-national' rate problem in spot broadcasting and the serious ramifications this question holds in regard to the proper and professional handling of broadcast advertising. We at Lennen & Newell attempt to do everything we can to work for—and insist upon—the use of a single rate for all 'like' advertisers—a rate which reflects an equitable charge for commercial time delivered. By adding your views . . . to this work, we feel a great step forward has been taken in this area."

Mr. Farnath wrote to SRA Managing Director Lawrence Webb: "I certainly feel [the rate situation] needed some concerted action such as [SRA has taken] which already is producing results. It is also gratifying to note the effort being made to clarify local and retail rate definitions, wherever it is still not possible for a station to adapt the single-rate policy. "There is no question but that your action has really started things moving in the right direction at last."

Wade gets Toni

Wade Adv., Chicago, has recouped part of the estimated $10 million it lost last month when Alberto-Culver moved over to Compton Adv. (AT

Bowling Series

Over 100 stations give us a
"blank check" renewal every year—
If your market is open—

Walter Schwimmer

Write, wire or phone WALTER SCHWIMMER, INC.
75 East Wacker Drive · Chicago 1, Illinois
PHone: FRanklin 2-4392

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE DRUGS
ARE SOLD
ON
LONG ISLAND
THAN IN
ATLANTA,
AKRON AND
ALBUQUERQUE...
PUT TOGETHER!

$72,043,000
(Sales Mgt)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

DEADLINE, July 11). Wade snared a portion of the Toni account—about $1 million billed for Deep Magic Facial Cleanser and a new hair coloring test product. The accounts move from North Adv. about Sept. 1.

In a further realignment of products, also indicated by the Gillette division at that time, the $750,000 Pink Pamper Shampoo account shifts from Clinton E. Frank to North.

A new public affairs sponsor for tv shows

The gradual trend toward sponsorship of quality public service shows, sparked by the experience of Bell & Howell, gained momentum last week.

A relatively unknown manufacturer, American Photocopy Equipment Co., bought alternate weeks of NBC-TV's *Huntley Reports* (starting Sept. 25), plus a two-part news and public affairs series on CBS-owned WBBM-TV Chicago. Total "show costs": about $530,000. The business was placed through Irving Rosenbloom & Assoc., Chicago agency.

The company (makers of photocopy, binding, laminating equipment) maintains national distribution, but heretofore has been active only in magazine and direct mail media. Its regular national advertising budget runs about $1.3 million, supplemented by a "test fund" for experimental purposes. This past spring it invaded broadcast media for the first time, buying WBBM-TV's primary elections documentary, *Beat the Drums*.

The Huntley buy carries an option for cancellation after the fourth week and alone represents a half-million-dollar investment.

Why did American Photocopy get into public affairs tv? David L. Elias, vice president, copy chief and account executive at the Rosenbloom agency, says to reach "quality audiences" and to obtain "leads on a quality basis with quality programs through low-pitch commercials." If they bring desired results—in terms of "image" as well as leads—the company hopes to expand its use of television from the test-fund stage, he added.

Business briefly

Time sales

Playing offense ■ Gillette Safety Razor Co., via Maxon Inc., Detroit, kicked off a $4.9 million 10-week campaign last Saturday (Aug. 27) to introduce a new product, Right Guard power-spray deodorant for men, as well as for three other Gillette products. The sales drive will be incorporated into Gillette's sponsorship of the World Series on NBC-TV and NBC Radio, five weeks of major league baseball on ABC-TV, NCAA football games on ABC-TV, *Saturday Night Boxing* on ABC-TV, radio d.j. programs in over 100 U.S. markets and starting Sept. 1 a tv spot campaign for Right Guard for four weeks in the top 25 markets.

Daytime debut ■ Coast Fisheries Div., Quaker Oats Co., Chicago, will use six CBS-TV daytime programs, along with other media, to introduce nationally its new meat-flavored Puss 'n Boots brand cat food. Tv commercials in the $500,000 introductory campaign will feature the new brand through October, after which they will be integrated until next June with commercials for established Puss 'n Boots products, single biggest tv user at Quaker Oats. Agency: Lynn Baker Inc., N.Y.

'Temple' buyers ■ Beech-Nut Life Savers Inc., Canajoharie, N.Y., and Radio Corp of America have signed for two-thirds sponsorship in NBC-TV's *The Shirley Temple Show*, new colorcast series beginning Sept. 18 (Sun. 7-8 p.m. NYT). Frank Baum's "The Land of Oz" will be the premiere feature. Agencies: Young & Rubicam for Beech-Nut and J. Walter Thompson for RCA.

Belafonte specials ■ Revlon Inc., N.Y., will sponsor two hour-long specials starring Harry Belafonte during the coming season on CBS-TV. Norman Jewison, who directed the special *Tonight With Belafonte* last December, marking the singer's tv debut as star of his own show, will direct the first Revlon special on Nov. 13 (10-11 p.m. EST). The second is scheduled for next spring. Revlon's agency: Grey Adv.

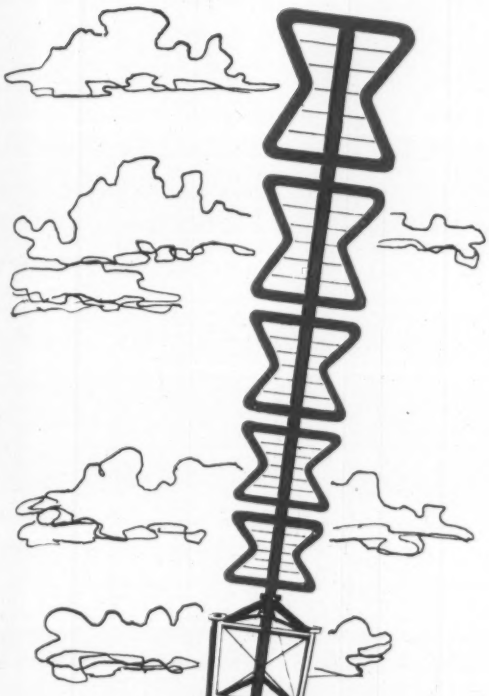
ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week August 18-24 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 18	Untouchables (9:30 p.m.)	ABC-TV	17.4
Fri., Aug. 19	Twilight Zone (10 p.m.)	CBS-TV	17.9
Sat., Aug. 20	Gunsmoke (10 p.m.)	CBS-TV	23.5
Sun., Aug. 21	What's My Line (10:30 p.m.)	CBS-TV	21.7
Mon., Aug. 22	What Makes Sammy Run? (10 p.m.)	NBC-TV	16.8
Tue., Aug. 23	Diagnosis: Unknown (10 p.m.)	CBS-TV	17.5
Wed., Aug. 24	U. S. Steel Hour (10 p.m.)	CBS-TV	19.0

Copyright 1960 American Research Bureau



On August 4, 1960, KHQ-TV – Spokane's first television station – began full power operation from its new antenna atop Tower Mountain.

This most modern of RCA installations beams the channel 6 signal – stronger than ever – from a point 2,150 feet above average terrain, 4,549 feet above sea level.

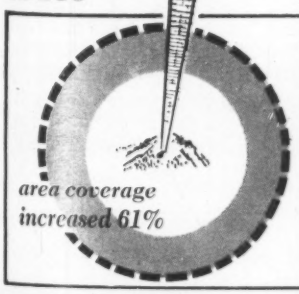
For viewers – and for advertisers – here's what KHQ-TV now offers:

- **. . . . . Service to 20% more TV Homes**
- **. . . . . Improved signal for 30% of current Inland Empire TV Homes**
- **. . . . . "City Grade" Area doubled – from 1,260 to 2,900 square miles**
- **. . . . . Greatest U. S. coverage of any Spokane station.**

Note:
Above performance figures based on estimates by George C. Davis, Consulting Engineer, Washington, D.C., and H. C. Bovay, Consulting Engineer, Spokane, Wash.

GREATEST U.S. COVERAGE OF ANY SPOKANE STATION

New 904' tower by IDECO



ANTENNA HEIGHT	OLD	NEW
Above Average Terrain	941 ft.	2,150 ft.
Above Sea Level	3,143 ft.	4,549 ft.

KHQ-TV

SPOKANE, WASH.
CHANNEL 6
NBC

Represented by The Katz Agency, Inc.; Art Moore and Associates, Seattle, Wash., Portland, Ore.

BOTH KHQ RADIO AND KHQ TELEVISION NOW MODERNIZED THROUGHOUT WITH FINEST RCA ELECTRONIC EQUIPMENT

TV AMATEUR SHOW SELLS CARS

'Dragnet' actor sponsors himself on tv

When a successful actor is also a successful businessman, that's unusual. When, as the businessman, he sponsors himself as a tv performer, that's rare. And when, the day after the opening broadcast, his business does three times its normal volume, that's news.

The program is the *Ben Alexander Show,* broadcast on KTVU(TV) Oakland-San Francisco Fridays at 7-8 p.m. It features the actor best known as Frank Smith of *Dragnet* as m.c. of an amateur show whose sponsor is Ben Alexander's San Francisco Ford agency, out in the Portreo district. To be strictly accurate, the Ford agency sponsors half the program; the other half is sustaining.

Before the show went on the air (April 29), a normal Saturday volume for Ben Alexander Ford was four or five cars, his agency, L. C. Cole Co., San Francisco, reports. On April 30, the day after the initial broadcast, the agency sold 14 cars. Business was good throughout the week and peaked again on May 7, the day after the second show. This pattern has continued, with a minimum of 10 cars being sold each Saturday and a peak of 19 on June 4. Incidentally, on that day, nine of the cars Ben Alexander Ford sold were new, ten used, and the nine new cars were more than the combined sales of two "auto row" dealers.

Against Trend ■ Katherine Doyle Spann, vice president of L. C. Cole Co., reports that without exception purchasers said they came to Ben Alexander Ford because of the KTVU show. And they bought despite the fact that at the time general automobile business was slow. In a letter to the station, Mrs. Spann wrote: "To us, this points up once again the tremendous potential salesmanship to a local show. The audience is intensely loyal. Viewers pay attention to every word; there's no mental tune-out when the sponsor's message appears. And when they listen to a good sales story, they buy and continue to buy."

They buy and they write to vote for their favorite performers on the show (winners return at the end of three months for "quarterfinals"). More than 10,000 letters were received in three days after the July 29 broadcast. There's also a three-week waiting list for studio audience tickets.

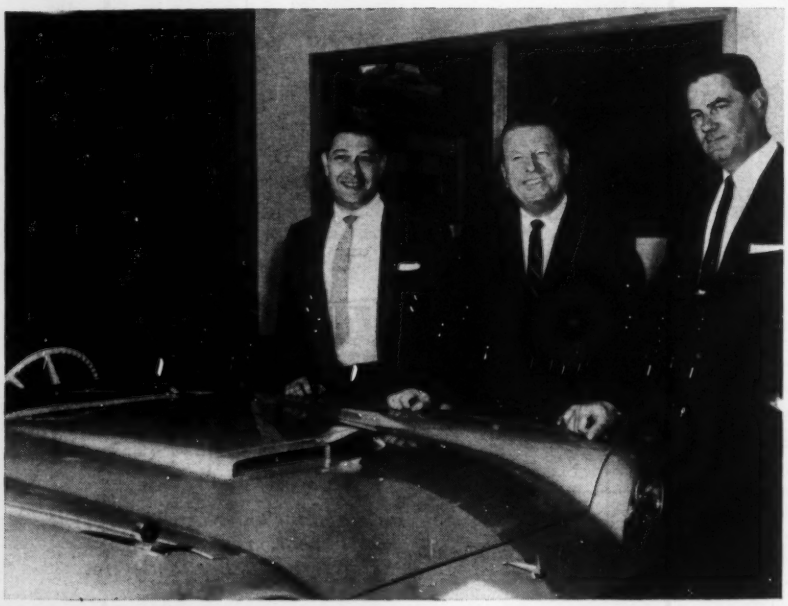
What is it that takes the *Ben Alexander Show* out of the usual "local amateur show" class and makes it something special for both its audience and sponsor?

According to KTVU, the answer is Ben Alexander, off camera as well as on. He first meets the talent of the program (which previously has been auditioned, screened and booked by the show's production unit). Three hours before air time he interviews them in preparation for the on-air interview and, if he spots something that his 30 years in show business tells him is wrong, he takes the situation into his own hands and tries to correct it.

Artists' Touch ■ For instance (to a teenage dancer): "No, no, no. This won't do at all. I was told you were going to dance to a big band record. You're the opening act. The nice little lady playing the piano won't do. You'll have to use the record." (She did and she won the show that evening.)

For instance (to a mother whose 10-year-old daughter was dressed in furs): "She's *not* going to sing 'A Good Man Is Hard To Find' on this show! If she can't sing anything else, let her grow up first, then come back." (The little girl changed her tune and while she didn't win top honors, the mail was complimentary.)

KTVU stages the show in its largest audience studio and Director Gene Hays works with "three cameras, two audio booms and crossed fingers," he says, because when you're working with non-pros anything can happen, although with Ben Alexander's coaching most shows go off smoothly. And if they don't, no one seems to mind, least of all the audience.



Ready for tv customers ■ Ford agency owner Ben Alexander (center) along with general sales manager William Gilbert (left) and James Amo find that tv has already done most of the spadework in selling customers.

■ Agency App'tments

■ Russ-Bo Sportswear Mfg. Co., Washington, D.C., appoints Larrabee Assoc., that city. Russ-Bo, a national advertiser, manufactures Crystal Collins skating wear, Betty-Bo gym suits, bowling attire, dancing leotards and costumes and Skate Queen attire.

■ Audio Devices Inc., N.Y., manufacturer of magnetic tapes, names Charles W. Hoyt Co., N.Y., effective Sept. 1.

■ Houston Chemical Corp., which recently acquired Peak and Nor'way antifreeze brands when it purchased antifreeze and automotive chemical marketing operations of Commercial Solvents Corp., names Fuller & Smith & Ross Inc., N.Y. Spot radio and spot tv will be used in a few scattered markets during the advertiser's fall drive for Peak.

■ The National-LP Gas Council, Chicago, appoints Campbell-Mithun, Chicago, to handle its account, with an estimated promotional budget of nearly $500,000. Council has used radio advertising.

■ Flotill Products, Stockton, Calif., appoints Cohen & Aleshire, N.Y., to handle all Tillie Lewis low-calorie foods and several specialty foods marketed under the Flotill label. Agency, which has started a complete re-design of packages, is drawing plans for national advertising on the leading items.

CAN POLITICIANS AFFORD TO BE HONEST?

A question of singular pertinence in an election year, recently debated, openly and boldly, by a panel of distinguished guests on Channel 2. The conversation provided the sort of local programming Chicagoans look for, and have come to expect, on CBS Owned WBBM-TV...vital, perceptive, provocative.

People who value their time find more worth watching on WBBM-TV. That's why time is so valuable on WBBM-TV, Chicago's favorite television station for 61 consecutive Nielsen reports (total week).

WBBM-TV, CHANNEL 2 IN CHICAGO - CBS OWNED

THERE'S LIFE IN LIVE DRAMA STILL

'New blood' transfusion will help program form to hold its own

Whether live television drama in the sixties will ever regain the volume it attained in the fifties remains to be seen, but at the outset of 1960-61, there's life yet in the form and new blood coming in. Significant new items on this season's network playbill:

■ *Shirley Temple,* the high-budget anthology being color recorded for Sundays at 7 p.m. by NBC-TV on the West Coast.

■ *Family Classics,* six two-night book dramatizations by Talent Assoc., New York, to run 12 hours on CBS-TV.

■ A strong possibility of four or more dramas for ABC-TV produced by Fred Coe and directed by Arthur Penn.

■ The weekly *Witness* series, 7:30-8:30 p.m. Thursdays on CBS-TV, an improvisational format presenting a famous historical rogue each week before a court-like board of inquiry. This also is by Talent Assoc.

Inauguration timing ■ Equitable's *Our American Heritage,* one of several dramatic-special series on NBC-TV this season, has an early start on the season. "The Magnificent Dude," about Teddy Roosevelt (played by George Peppard, here in a scene with daughter Alice, played by Joanne Linville) has been taped for broadcast Friday, Jan. 12, 9-10 p.m. *Heritage* starts Friday, Oct. 21, with a story about Alexander Hamilton. Many of NBC's plays will be programmed in the Tuesday 9 p.m. and Friday 10 p.m. hours.

Indications are that this year's drama scale may balance last year's in terms of nighttime and Sunday hours. In ABC's case, the record could double.

Highlights of the comparative picture at each of the television networks, with a resume of the planned productions, looks like this at the present time:

On ABC-TV ■ Two 90-minute plays in the tri-network series of *Special Tonight* series sponsored by General Time and General Mills were on ABC-TV—"Ninotchka" and "The Citadel." Now the network has been in negotiation with Mr. Coe and Mr. Penn, who directed for him on the old NBC-TV *Philco-Goodyear Television Playhouse* and later CBS-TV's *Playhouse 90.* While ABC last week was not yet ready to announce an official agreement, there appeared to be a definite deal in negotiation for live or taped television dramas.

CBS-TV ■ *Playhouse 90*'s sun seems to have sunk in the West where it originated, but there is compensating CBS activity in the East. The sturdy *U.S. Steel Hour* and *Armstrong Circle Theatre* go on alternating in the old Wednesday night hour at 10, virtually alone among the literally-live dramatic shows every week. Talent Assoc., which produces *Armstrong Circle Theatre* (the *Steel Hour* is by Theatre Guild), also hopes to get *Witness* on a truly live basis after the first few weeks of taping. *DuPont Show of the Month,* also by Talent Assoc., for CBS-TV, forgoes tape except on holidays and rare occasions.

Witness and *Family Classics* will be filling a gap left by *Playhouse 90,* which finished last season on a floating schedule and was not taken up again by the sponsors. CBS talked tentatively about staging four *Playhouse 90* dramas this year, but these plans remain in limbo, presumably awaiting a sign of sponsor interest. Another quartet of plays, dramatizations of Ernest Hemingway works, and three of the *Special Tonight* stories add to the drama deficit being made up by *Witness, Family Classics* and scattered others buttressing the new drama schedule. *Witness* bows Sept. 29 for R.J. Reynolds and Helene Curtis with an extemporized probe of Lucky Luciano. Actors, both in the rogue role and on the board of inquiry, will be intensively briefed but denied formal scripts. *Family Classics* goes on Oct. 28 and 29, Friday and Saturday, 7:30-8:30 p.m. EDT, with a mixed live and tape presentation. Because of the consecutive-night presentation, the producers will tape the first half of each show, completing preliminary work on the second half the day Part I goes on the air to be ready for a live conclusion. The first story is "The Three Musketeers", to be introduced by Joan Fontaine, hostess for the six shows, who also signed to star in one of them. Breck sponsors half of each program.

Occasional dramatic entries on CBS-TV next season will include a 90-minute comedy starring Jackie Gleason neither sold nor scheduled but at rehearsal stage. Ingrid Bergman in "Four and Twenty Hours in a Women's Life" is down for sometime after the first of the year. If producer Leland Hayward's negotiations succeed for tv rights to "A Thurber Carnival," now on the stage, this would be a late-season show.

For the Sunday afternoons Robert Herridge will produce and Gore Vidal will write *Monograph,* four 60-minute programs planned for after Jan. 1 and to include some drama. The Sunday-noon *CBS Television Workshop* returns for its second weekly season Oct. 2 with an original 90-minute play, after which it reverts to a regular 55-minute format.

NBC-TV ■ Between the regular and special schedules, NBC stands to equal or better last year's dramatic track record. Thirty-nine dramatized stories in the *Shirley Temple Show* will exceed the number of plays included in last year's *Ford Startime* which also included variety and musicals in its hour. Shirley Temple will add star duties to hostessing for some of her plays, including the premiere on Sunday, Sept. 18 (7-8 p.m.), "The Land of Oz," based on the Frank Baum book series will be sponsored by RCA, Beech-Nut Life Savers and Breck. Executive producer is William H. Brown Jr.

Sunday Showcase is gone from the NBC schedule but there's another hour set aside now on Tuesdays 9-10 p.m. for both dramatic and other forms. Three plays that Robert Alan Aurthur is doing for Purex probably will go in this spot, the first in October. The *Dow Hour of Great Mysteries,* back for nine shows, starts in the Tuesday time Sept. 27. The Dow show is produced by Robert Saudek Assoc. Other live (tape)

Trend: Same kind of programs, but less spectacular

There is no evidence of any shift in tv programming for the 1960-61 season, David Levy, vice president in charge of programs and talent for NBC-TV, said Thursday (Aug. 25) in Hollywood. The volume of westerns is off, he said, but this decline is made up for by an increase in action-adventure shows. There are also more situation comedies slated for fall, chiefly at CBS-TV, he noted, but overall the programming will be about as it has been.

One change, Mr. Levy reported, is a decrease in specials, at least so far as NBC-TV is concerned. "We will probably do about 100 specials this season," he stated. "About half as many as last year, when we probably did too many." Specials have their place in the tv program field, he said, breaking into routine program schedules and arousing viewer interest. Specials are good for seasonal advertisers, like Hallmark, who must advertise in a different way than the company whose product is in daily use, like Bufferin, he noted, adding, "You don't get a greeting card every day, though you may get a headache."

Among the specials NBC-TV plans for the coming year is a series of perhaps four or six one-hour-long, or maybe 90 minute programs based on the Frank L. Baum children's book, *The Magical Monarch of Mo* (Mr. Baum was also author of the Oz books). These programs, to be produced by Henry Jaffe, will be offered to advertisers and in the near future, Mr. Levy said, if they go well as specials, he noted, they could be adapted for future use as a half-hour series.

NBC's DAVID LEVY
Fewer specials this season

NBC-TV plans a special commemorative civil war program for next April, 100th anniversary of the outbreak of the war between the states, but it will probably deal with the war as it affected individuals, both soldiers and civilians, rather than with major conflicts or major personalities. "We also have high hopes for *The Blue and The Gray*, which will get on the air this year," he added. That series deals with two brothers, one in the Federal army, the other a Confederate, and again emphasizes the war as it affected two ordinary men rather than stressing its history book aspects.

Mr. Levy said that the contract between NBC-TV and Dore Schary for a civil war series had expired and had not been renewed, although "we're still interested." Mr. Schary turned in one script and four outlines, "all excellent," while working on the project.

dramatic shows to be accommodated primarily between the Tuesday time and the Friday 9 p.m. hour that alternates with *Bell Telephone Hour* include Equitable's *Our American Heritage* by Milberg Productions and perhaps some of eight David Selznick movie scripts for which NBC-TV has acquired tv adaptation rights.

Hallmark Hall of Fame is back with its six shows by George Schaefer's Compass Productions, but the first one that strictly fits the live-drama definition this year is "Time Remembered" Feb. 7. Preceding that will be a taped *Play With Music* based on "Shangri-La" Monday, Oct. 24, the filmed "Macbeth" Sunday, Nov. 20, and an opera, "Golden Child," Friday, Dec. 16. Saudek's *Omnibus* doubtless will include some drama in its program load when it returns to NBC after a season's absence. The show will do 13 hours on Sundays 5-6 p.m., beginning Nov. 13.

NBC-Jerry Lewis split

NBC confirmed reports last week that the network and comedian Jerry Lewis have agreed to terminate their five-year contract. The pact still had one year to run. Mr. Lewis originally had planned to star in six NBC-TV telecasts this season, but now plans to concentrate on his work in the motion picture field and in independent television ventures.

ABC-TV wields ax on 'Dick Clark Show'

ABC-TV's *Dick Clark Show* (Sat., 7:30 p.m.) will be dropped on Sept. 10. ABC-TV spokesmen noted that *American Bandstand*, another program featuring Mr. Clark (Mon.-Fri., 4-5:30 p.m.) will continue on the network. They explained that the *Dick Clark Show* was scheduled a half hour earlier (7-7:30 p.m.) to make room for a new program *The Roaring 20's*, which bows on the network on Oct. 15. They added an insufficient number of affiliates indicated they could clear time to carry *Dick Clark Show* in the new time period. The decision then was made to discontinue the program.

Beechnut-Lifesaver Inc., which is sponsoring the Saturday program, will shift part of its investment to Mr. Clark's daily program. NBC-TV, meanwhile, announced last week Beechnut-Lifesaver has bought into sponsorship of its *Shirley Temple Show*. (See BUSINESS BRIEFLY, page 42).

'Oscar' broadcast up for network grabs

Academy of Motion Picture Arts and Sciences hopes this evening (Aug. 29) to award the broadcast rights to the 1961 "Oscar" awards ceremonies to either ABC or NBC. Last week the bids of these two networks, along with that of CBS, were rejected by the Academy's awards negotiating committee, and ABC and NBC were invited to submit more detailed proposals to the committee for consideration at its meeting at 7:30 tonight. CBS, whose bid was described by B. B. Kahane, academy president, as "substantially lower" than those of the other networks, was not invited to enter another proposal.

The academy board, scheduled to meet at 9 p.m., will consider and probably act on the recommendation of the negotiating committee. For the past two years the motion picture industry has sponsored its own award ceremony broadcasts on radio and tv. Previously, the Oscar broadcasts were made under commercial sponsorship, the method to which they will return, starting with 1961. Heretofore, NBC's radio and television networks have carried the Oscar award broadcasts.

TIME INC.'S PROGRAM PLANS

Include opening of New York news bureau

Time Inc., owner and operator of four tv and radio stations, has disclosed plans to expand its news and programming activities.

The publishing company has placed *Time* magazine's general manager, Frederick S. Gilbert, in that post with the broadcasting division to direct and coordinate the expansion under the supervision of Weston C. Pullen Jr., Time Inc.'s vice president responsible for broadcasting and real estate operations (see WEEK'S HEADLINER, page 10).

In today's (Aug. 29) announcement, Mr. Pullen revealed:

■ Continuation of experiments using a new candid motion picture technique for tv. The new photographic approach was devised and directed by Bob Drew, former *Life* editor who has produced two full-hour films, "On the Pole," dealing with the Indianapolis 500-mile race, and "Primary," a story of the Kennedy-Humphrey primary fight in Wisconsin, as well as several shorter news features.

■ A plan to use in future tv programming footage selected from the more than 10 million feet of documentary film from the "March of Time" film library. Work here is being conducted by a team of film editors under the supervision of Time Inc.'s veteran Morrie Roizman.

■ The opening within the next few months of a New York broadcast news bureau that will join and parallel its Washington broadcast news bureau (which now operates under the direction of John W. Roberts) in conjunction with the *Time-Life* Washington news bureau. The New York unit would service—as does the Washington operation—Time Inc. stations with daily and weekly special news roundups and feature reports.

Mr. Pullen noted that Manfred Gottfried, former managing editor of *Time* and chief of foreign correspondents for the parent company, will continue to consult with the broadcasting division. Andrew J. Murtha continues as business manager of the division with Ole G. Morby, coordinator of broadcasting operations, reporting to Mr. Gilbert.

Time Inc. stations are KLZ-AM-TV Denver; WTCN-AM-TV Minneapolis; WFBM-AM-FM-TV Indianapolis; and WOOD-AM-TV Grand Rapids, Mich.

Warner Bros. seeks injunction dismissal

Warner Bros. Inc. last Tuesday (Aug. 24) asked the U.S. District Court of the Southern District of New York to dismiss an American Federation of Musicians petition for injunctions that would bar the motion picture company from releasing its post-'48 feature films to television.

AFM's complaint was filed in court two weeks ago (BROADCASTING, Aug. 22). It alleged that under terms of a contract signed with major studios, including Warner Bros., the AFM's consent was required before films could be exhibited on tv. The complaint noted that Warner Bros. has entered into an agreement with Creative Telefilm & Artists Ltd. to lease 122 features to tv, and said AFM efforts to negotiate with Warner Bros. had been ignored.

Warner Bros. claimed in its answer that its contract with the AFM expired in 1958 and is no longer binding. The company pointed out that motion picture musicians now are represented by the Musicians Guild of America. The company charged also that AFM's action was "political" in nature, stating that a National Labor Relations Board election among Hollywood musicians is scheduled in Hollywood Sept. 7-8, at which time they will vote for either AFM or MGA. AFM's position is that the contract covered performance of musicians through 1958 and is still binding up until that time. A spokesman indicated that the union will press for some form of payment to musicians in films made between 1948 and 1958 and subsequently released to tv.

The court reserved decision on Warner Bros.' action and scheduled another hearing for tomorrow (Aug. 30).

AFM last week served notice that the union will exercise "full legal rights" against sellers and/or purchasers of post-'48 features and said the union will move promptly against companies who choose not to consult the union before entering into sales contracts.

Desilu sustains loss

Desilu Productions sustained a net loss of $201,387 for the 13 weeks ended July 30, first quarter of the company's fiscal year, President Desi Arnaz announced Friday (Aug. 26) in an interim report to stockholders. The loss was ascribed to the five-month strike of the Screen Writers Guild, which delayed the start of production for this fall. First quarter of Desilu's last fiscal year showed a profit of $265,050, Mr. Arnaz reported. With the report went quarterly dividend checks of 15 cents per share to common stockholders. No dividends were paid on the Class B common stock held by Lucille Ball Arnaz and Mr. Arnaz.

A simplified vtr editing system

A simplified method of picture and sound editing of video tapes has been developed by Loren L. Ryder, president of Ryder Sound Services, Hollywood. Mr. Ryder has invented a new device known as a re-synchronizer. He describes it as a connecting link between the techniques of television and of motion picture film.

After the sound and sync information have been recorded on the tv tape in the usual manner along with the picture information, Mr. Ryder outlines the editing procedure as follows:

"The first step is to transfer the sound onto ¼-inch audio tape and simultaneously record audio identification and code numbers (like edge numbers) on both the cue track of the video tape and the edges of the ¼-inch audio tape. Also simultaneously a 60-cycle synchronizing signal is recorded on the edges of the ¼-inch audio tape.

"The second step is to edit the video tape using present procedures, except that the picture can be cut without allowing for the 9¼-inch advance of sound with respect to picture. The edited picture may include vtr inserts and may be timed for narration or other sound changes.

"The third step is to match the code numbered ¼-inch audio tape to the code numbers of the vtr tape. This may include sound changes and additions as described later.

"The fourth step is the synchronizing of music and sound effects on additional ¼-inch audio tapes.

"The fifth step is the transfer of audio from the ¼-inch tape to the video tape as a replacement of the original audio signal." This is accomplished through use of the re-synchronizer, which mounts on the side of the ¼-inch audio tape recorder and changes the relative position of the picture with respect to the audio signal by increasing or decreasing the loop of tape between the audio reproduce head and the synchronizing reproduce head.

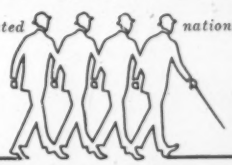
All going home to the same woman

She's the suburban woman — the most influential buyer in America. And who's getting home to her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK with their network staff, editorial knowledge and skill. Four stimulating, aware radio stations that have the power to reach the woman whose world is on power-steered wheels, whose life is in motion from supermarket, to cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO NETWORK reflects her community in the entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and *without waste* to the land of the commuter family—and *specifically* to the woman who does 66⅔% of the buying. *It's time you were getting home to the suburban woman!*

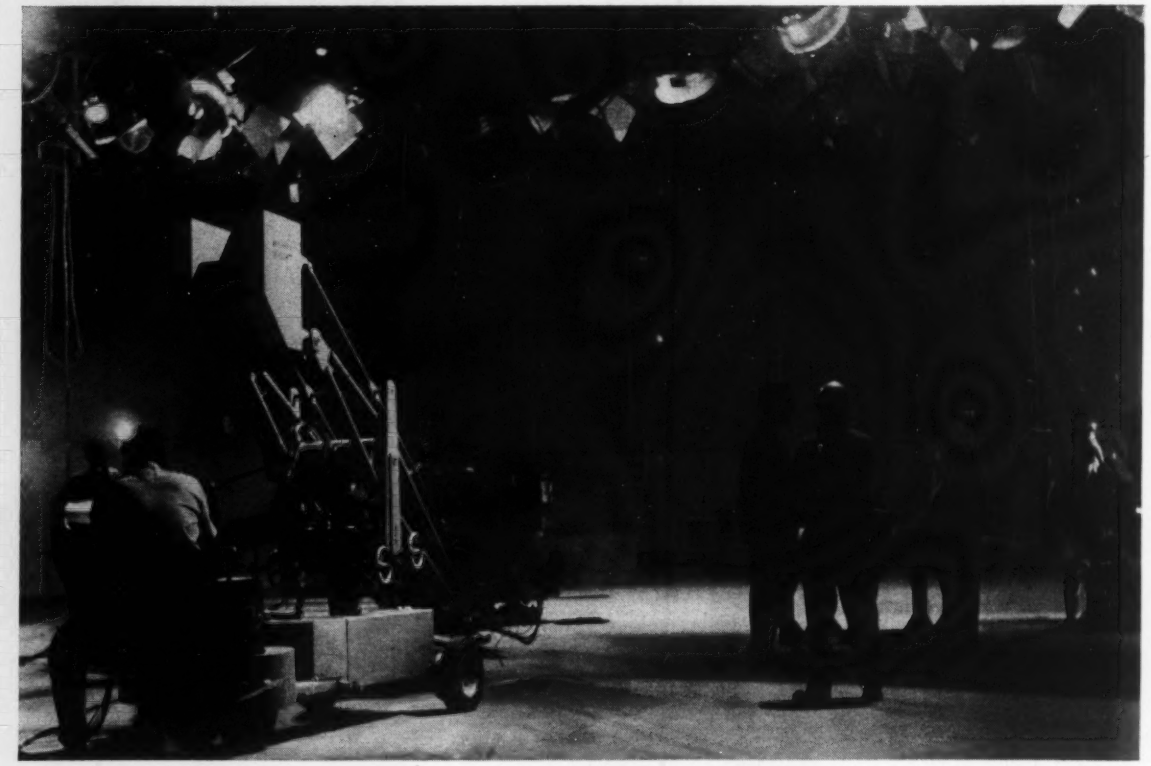
Herald Tribune
SUBURBAN RADIO NETWORK

595 MADISON AVENUE, NEW YORK, N. Y. • Represented nationally by THE BOLLING CO., *247 Park Avenue, New York, N. Y.*

WGHQ *Hudson Valley* / **WVIP** *Westchester*



WVOX *Westchester* / **WFYI** *Long Island*



Stage 6 goes vtr ■ Hollywood's first major studio to be devoted exclusively to the production of video tapes for television is now ready to offer its facilities to outside producers and packagers. It's the mammoth Stage 6 of Paramount Television Productions, located adjacent to PTP's KTLA (TV) Los Angeles. PTP is a wholly-owned subsidiary of Paramount Pictures Corp.

Boasting 16,000 sq. ft. of unobstructed floor space, Stage 6 has been completely remodeled and equipped at a cost of more than $400,000 as an exclusive tv tape production center. Stage 6's show business background goes back to the filming of the first talking motion picture, "The Jazz Singer," and last year the studio made its tv tape debut with the recording on vtr of the Bolshoi Ballet.

James A. Schulke, vice president in charge of PTP, said Paramount believes that during the 1960s tv tape will revolutionize tv production techniques in Hollywood. He predicted that vtr will become the most widely used method of recording tv programs and commercials, heretofore the chief domain of film.

Latest Equipment ■ Stage 6 has been equipped with English-made Marconi Mark IV 4½-inch tv cameras, which were given a thorough workout in the field this summer during on-location taping of *The Wrangler,* a vtr western which has been produced by PTP for use on NBC-TV as a summer replacement for Ford Motor Co.'s *Tennessee Ernie Ford Show.*

Stage 6 also features a precise electronic vtr editing machine, the TV-ola (see picture below), developed by PTP Chief Engineer John Silva to enable producers to have the same frame-by-frame editing with tape that they have enjoyed with film. Converting vtr impulses to frozen pictures, the TV-ola allows the producer, director or editor to study up to 90 individual frames of the three-second segment of tape in which the editing point is contained.

Frame by frame ■ Precise, split-hair editing of video tape is here being done on the TV-ola by engineer Vince Filizola. Ampex vtr is in rear.

When the precise moment of the cut is selected, the TV-ola automatically marks the tape for editing. Vtr editing time is cut to a minute or less.

Sight & Sound ■ Stage 6 also features an RCA TS-40 transistorized switcher, capable of handling 12 camera outputs, as well as an RCA transistorized special effects amplifier, providing over 150 various effects. Other gear includes the latest Ampex video tape recorders and an eight-track audio tape recorder designed and built for PTP by Ampex. The custom-built audio console can mix feeds from 24 microphones and accommodate complex scoring and dubbing assignments.

For location work, Paramount has built a mobile tv tape recording unit, a Ford cab-over-tractor drawing a specially-built 26-ft. studio van. Its equipment complement includes an Ampex vtr unit plus four Marconi Mark IV's or six RCA TK-11's, as well as a video-audio control room.

The Hollywood Ad Club will meet on Stage 6 Sept. 12 with Kenneth C. T. Snyder, vice president and tv-radio creative director of Needham, Louis & Brorby, Hollywood, presiding for vtr day.

Tinker to Evers

(but never to chance)...

It really looked *this* time like an HR&P man (as they say in the bleachers) was swinging for a strikeout.

The New York agency had vetoed one of his stations, mainly because the client – out on the West Coast – had heard "unfavorable reports from the field."

Undaunted, our New York man asked our San Francisco office to make a full presentation on the client's home grounds. "I'm sold," said the client, "but my broker in the Northeast isn't. Sell *him* and I'll go along." So now our Boston office went to bat. "Sounds fine with me," agreed the broker, "but you better cover my distributor in the station's city." Well, the station itself fielded *that* one with neat dispatch and – as a result of this quadruple play – we came up with the order.

Some people might call it a lot of time, expense and transcontinental shenanigans to make one not-very-big sale for a single station. But HR&P men think differently.

They're out to sell spot television – sometimes in small lots, sometimes in big pieces – sometimes for one station, sometimes for a hundred.

Bill Yonan
Chicago Office

THE MORAL IS THIS: HR&P men are picked for resourcefulness, which directly rewards the stations who have picked us. But it goes further. Since we concern ourselves with only *one* medium, there are no limiting factors to keep us from the creation of new business for the whole spot TV industry. Uniquely, we can afford to be *doubly* creative that way.

HARRINGTON, RIGHTER & PARSONS, INC.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

It's jazz—all jazz—and it pays

All-jazz programming—15 to 19 hours a day of it—is paying off at KJAZ-FM Berkeley, Calif., which has just celebrated its first anniversary and Pat Henry, owner-general manager, is planning better quarters and improved technical facilities.

On the theory "you can't fool those jazz listeners out there," Mr. Henry requires that all announcers—and there are 16 of them—have a knowledge of jazz and know the desires of the San Francisco Bay Area fans. The area is a jazz center and is called the birthplace of the West Coast type of modern music.

KJAZ-FM celebrated its anniversary Aug. 1 "in the black" and is getting occasional complaints from listeners who say it has too many commercials. "I guess that's a sign of prosperity in this business," Mr. Henry observed.

There's a unique format at KJAZ-FM. "Our announcers have complete freedom in programming their shows," said Judson Snyder, program director. "Included on our staff are such diversified talents as a bank executive, law student, junior high school vice principal, psychology teacher, music teacher (serious) and volunteers."

The volunteers, Mr. Snyder explained, work parttime and get 50% commission for the time they sell.

"They all have one thing in common," he added—a knowledge and a deep understanding of jazz. That's the key to the station's success. "The announcers can do a lot more than just read the data from the album liner notes; they know the stories behind the data. Each of the 16 brings a different approach to his jazz show and what it should sound like to Bay Area jazz fans."

National accounts at KJAZ-FM include Coca Cola, Sears, Trader Vic's foods, Simca autos and Lufthansa airline. Local sponsors include quality restaurants and music shops, with no discount houses admitted to the list.

"We avoid the hard sell," Mr. Snyder said. "We cross out adjectives all day long from advertising copy, most of which is written at the station. KJAZ-FM doesn't sound like an am station."

Mr. Snyder said the station's 1 kw transmitter puts a signal far out into the Bay Area, with occasional shadow spots in deep valleys, with regular audience reports from Monterey and Carmel.

Program up-grading seen from pay tv

Whatever the eventual effect of pay tv on free tv, its immediate effect will be an appreciable improvement in the quality of commercial tv programming, starting right now.

That's the opinion of Bruce Eells, executive vice president of the new Television Artists & Producers Corp., organized to "embrace all phases of production, packaging and financing of filmed video shows," for the world market.

"Up to as recently as three years ago, television didn't need quality programming. Its novelty and its convenience were enough to keep the public at home and their tv sets turned on, hour after hour, night after night.

"The result was—and is—that the majority of programs on television are less than mediocre both in entertainment value and in sales results. With television out of the novelty stage and with the great improvement in the entertainment value of theatrical movies, this is no longer good enough. It's not good enough for the viewing public. And it's not good enough for the advertiser who plunks down $5 million for time and talent for a season's run of the average half-hour program."

Actually, Mr. Eells said, the advertiser's investment in a new tv series is $15 million rather than $5 million because "what he wants is the kind of a show that will go on attracting an audience and selling his product for at least three years. If he guesses wrong and the show he sponsors is a turkey, he has to start all over again and the starting up costs of a tv program, like any new venture, are always greater than the cost of continuing a good program whose past success adds momentum to its progress the second and third years. The audience knows it, likes it and tunes it in. The dealers, knowing that the program advertising the products they have for sale is a winner, are enthusiastic and by their enthusiasm do a better sales job themselves and so help to make the show produce the maximum sales return for the sponsor."

What does it take to get more of these better, successful programs on tv? The kind of professional program builders that made the movies great, avers Mr. Eells. And what does it take to get these master producers away from theatrical films and into television? The promise of pay tv which, a few years hence, will offer the greatest financial rewards ever known in the entire history of the entertainment business, he declares. And they're going to get into television now, to get prepared to reap the harvest of pay tv when it arrives, he firmly believes.

Full palette

NBC-TV's peacock will be working overtime on Nov. 11, which the network has designated "Color TV Day—U.S.A." No less than nine hours of that Friday's programming will be colorcast, far in excess of any previous one-day color total, a network spokesman said. NBC-TV's entire daytime schedule from 6 a.m. to 5 p.m. (EST) will be in tint, with the exception of two filmed series —*Make Room for Daddy* and *Loretta Young Theatre*. Nighttime color shows scheduled are *Texaco Huntley-Brinkley Report* (6:45-7) and *The Bell Telephone Hour* (9-10).

Judge orders payment to musicians from AFM

Hollywood musicians who agreed to drop their litigation against the trust fund policies of the American Federation of Musicians in exchange for a cash settlement of $3.5 million from the AFM (BROADCASTING, April 11) have moved a step nearer collection. Judge Harold W. Schweitzer of Los Angeles Superior Court has authorized payment of about $1 million to some 2,400 musicians who had been employed at the major motion picture studios.

Specifically, Judge Schweitzer approved a plan where payments made by the movie companies into the Music Performance Trust Funds in exchange for the rights to release theatrical pictures for use on tv would be released by Samuel Rosenbaum, trustee of the funds, to the Citizens Bank of Los Angeles as receiver. Similar approval is expected shortly for transfer of money now in the trust funds to individual musicians employed in the making of tv films, phonograph records and radio transcriptions. In each case, the Hollywood musicians asserted that the AFM had wrongly required the employers to pay wage increases or royalty fees into the trust funds instead of to the musicians doing the work.

VARIETY says:

WOR-RADIO IS "AIR MAGIC"

With this phrase, a Variety columnist sums up a professional appraisal of WOR-Radio programming...

Daytime: Looking & Listening
By THYRA SAMTER WINSLOW
July 13, 1960

"WOR has some of the best programs that can be heard."

NEWS: On the hour, at WOR there is 15 minutes of well selected and well delivered news.

GALEN DRAKE: At 9:15, Galen Drake talks amusingly and sometimes philosophically. He is not record-breaking, but he is intelligent, and you may even learn things, and I don't believe you'll be bored.

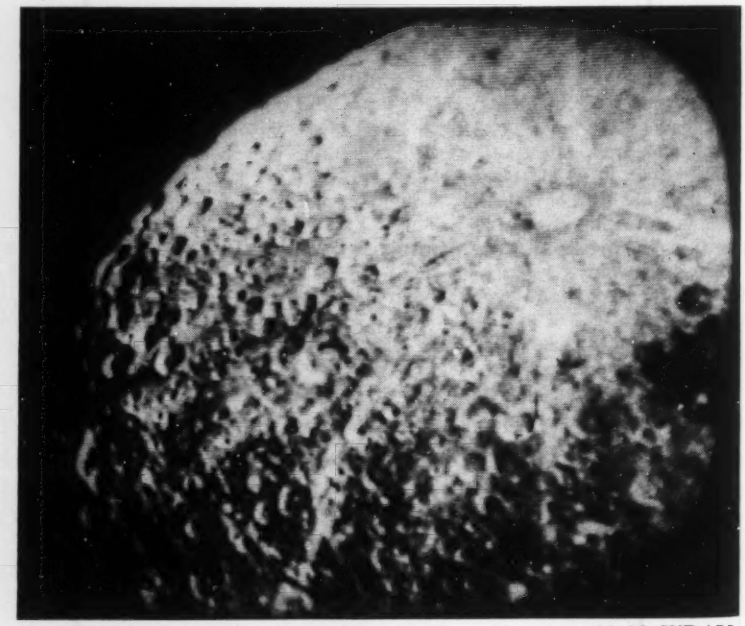
MARTHA DEANE—"Best woman's program on the air." Following Galen Drake, after the 15 minutes of news, is the best woman's program on the air – Martha Deane. The name, Martha Deane, is a studio name and the present Martha Deane has used it for 19 years. Her name is Marian Young Taylor – Mrs. William Boling Taylor, and she is the mother of 16-year-old twins, whom she talks about just enough to make her listeners interested in them. Martha Deane is the best commentator and interviewer on the air. She gave the best reports of Princess Margaret wedding, even reporting the lack of smiles on the face of the Queen. She has just been asked to cover both political conventions. Her daily interviews cover writers of new books, politicians, world travellers – practically everyone in the public eye, and a lot of people who never become famous, but have something to talk about. Outside of her commercials—and she does these sensibly—she lets her guests do the talking, and she knows how to get them to say important and worthwhile things, too.

THE FITZGERALDS—"Provocative and interesting couple."... the Fitzgeralds, a provocative and interesting couple, whom I'm sure you know. They are talky, amusing and, best of all, alive! No repeated repeats for the Fitzgeralds, an ingratiating couple, who really seem to like people as well as animals.

CARLTON FREDERICKS—"Only intelligent nutrition and food program on TV or radio." Following the Fitzgeralds is the only intelligent nutrition and food program on television or radio! This, in itself, is unbelievable. In a world where food and health are the most talked about subjects, outside of politics in season, the subject of good foods is seemingly purposely shunned by television and radio programming. Good programs may be considered—but they never reach the consumer. Only bits and pieces, firmly tied to commercials —and usually foods that lack both nutrition and flavor, are ever discussed – except on this one program. Carlton Fredericks, on his 45-minute program, from 1:15 to 2, really talks on nutrition, health and food. Dr. Fredericks (he is a Ph. D.) may annoy you occasionally. You may not even always agree with him. But on the whole, he is sound, sensible and certainly instructive. You actually may learn what to eat, how to conserve your health, and how to get more out of living by listening. I can't promise quite so much of any other program, tv or radio.

Last year, more advertisers used WOR than any other radio station. Use WOR "Air Magic" for your product. It WORks!

WOR-RADIO 710 fm 98.7
An RKO General Station



Green cheese? ■ Using live television cameras plus telescopes and other technical equipment, WDAY-TV Fargo, N.D., gave viewers an intimate glimpse into the mysteries of the moon. The program, sponsored by a local hobby shop, was titled *Moon Spectacular*. It was telecast from 11 p.m. to 11:20. WDAY-TV's weatherman Dewey Bergquist is in charge of the project and has announced plans for live shots of balloons, satellites, eclipses and planets. He said "It's educational—it sells—and it attracts a big late-evening audience."

Eight stations to air 'Post' films in color

When Independent Television Corp. took over the filming of the *Best of the Post* from the production hands of the *Saturday Evening Post* and decided to continue to film and print in color, ITC knew it was taking a chance.

As of last week, ITC felt it had been "vindicated" by the subsequent actions of several major stations, according to Walter Kingsley, ITC president. Each of these stations—eight in all—will telecast the series in color this fall. The stations: WGN-TV Chicago, KRCA (TV) Los Angeles, WFIL-TV Philadelphia, KFSD-TV San Diego, WLWT (TV) Cincinnati, KING-TV Seattle, WNHC-TV New Haven and KGW-TV Portland, Ore.

Colorcasting of syndicated film, aside from cartoons, is unusual.

In addition, it's expected still other markets will have the series aired in color. ITC, Mr. Kingsley explained, has placed considerable investment (an average production cost per program of more than $40,000) in the series. Color added to this initial cost.

Already in Color ■ ITC had its decision to make when it took over production from the *Post*. (ITC now is developing the series in conjunction with the magazine but handles distribution.) Some of the anthology films (based on *Post* stories) already had been color photographed. ITC then decided to complete as many of the remaining 26 films in color as possible. Of the 26 now in the can, 90% are available for telecasting in color.

For the color prints, stations spend above the card rate. "At the time we felt we should continue to film and print in color, we were advised that the spotty economy in syndication then current dictated against," Mr. Kingsley said in an interview last week. "We went against the advice."

The *Best of the Post* is now in close to 80 markets, and will be on some 100 stations this fall. "Station management is supporting ITC in taking chances, Mr. Kingsley noted, and this shows the tv industry in his opinion is ready "to ask for something extra, for something more important."

Tv income boosts Paramount earnings

Television income continues to brighten the books of Paramount Pictures Corp. As announced in the motion picture studio's six-month report, installments on sale of the Paramount pre-1948 film library accounted for $1.955 million, or $1.17 per share of an estimated $3.732 million or $2.23 per share in consolidated earnings in 1960.

Second quarter consolidated earnings amounted to $2.033 million or $1.22 per share, of which $1.201 million or 72 cents a share represented installments on sale to tv of the film library. MCA distributes the film library to tv stations. Paramount noted that in overall terms, the first six months of 1960 fell sharply in earnings in comparison to the similar period of 1959. The $5.26 million earned in 1959's first half had been boosted by a special income of $2.767 million from the January 1959 sale of Paramount's holding in Metropolitan Broadcasting Corp.

CBS-owned stations get new 'Dimension'

CBS owned radio stations last week were preparing for the premiere Sept. 5 of a new program service, "Dimension," which will be employed to "differentiate CBS-owned radio stations from other outlets."

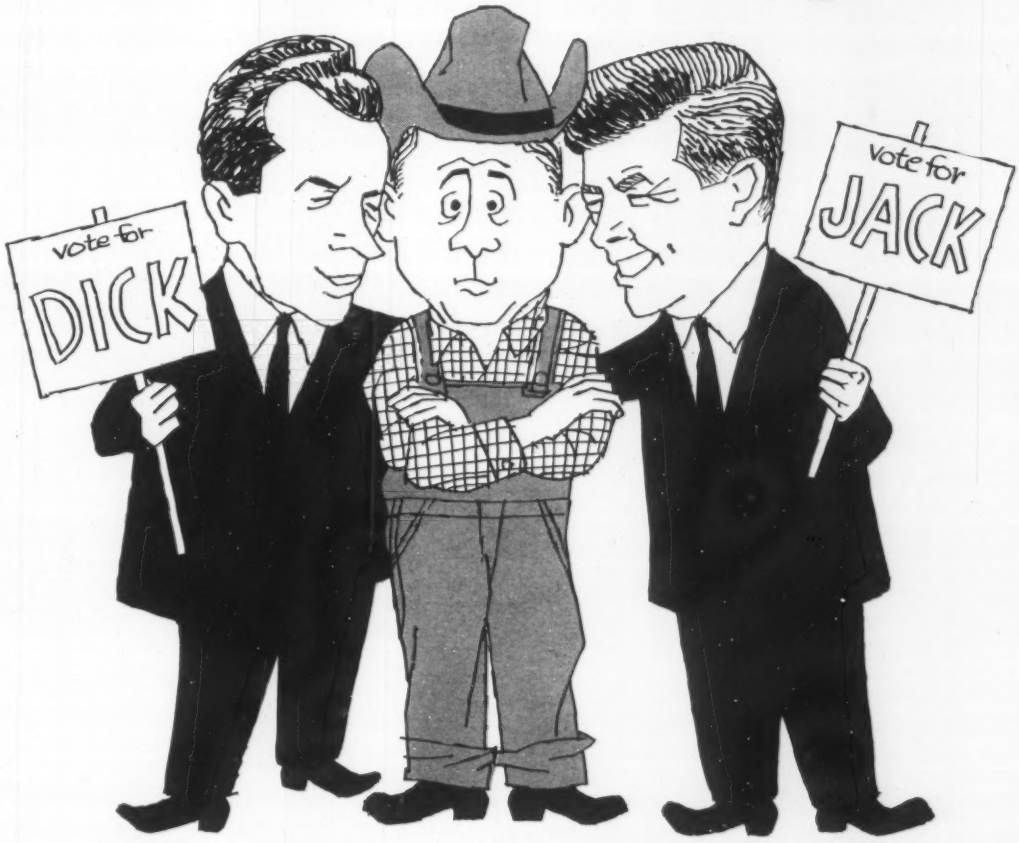
A first script series, *Wonder of Words*, was sent last week to augment an initial shipment of recorded material already in the hands of the seven stations. *Words* will employ local radio personalities in a commentary on fascinating aspects of words and grammatical usages in the English language. The "Dimension" project is made up of nine other series: *American Landscape, This Is Our Heritage, The Year 2,000, This Is My Profession*, stories told by Bennett Cerf, personality sketches by Dorothy Kilgallen, a series on the teenager world, a *Hometown* series and another on *The Most Influential Person in my Life*. Producer of "Dimension" is Allen Ludden, director of program services for the owned outlets.

General Artists sold to Centlivre brewers

General Artists Corp., New York, one of the three large talent agencies operating in television, motion pictures and the theater, is being sold to Centlivre Brewing Corp., Fort Wayne, Ind., a company with diversified interests, for an estimated $2 million.

Lawrence W. Kanaga, president of General Artists, announced that an agreement was reached with Herbert J. Siegel, a Philadelphia financier, who heads a group that controls Centlivre. He added that Mr. Siegel and his associates have agreed to purchase the outstanding stock of General Artists and to accelerate planned expansion in the entertainment field, including the eventuality of pay tv. He said that operation of GAC would continue

election tip!



With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the *election—you* can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blv
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

Keystone
KBS
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

L

Labor Day

(lā'-bēr dā) *p.n.*

1. the first Monday of September
2. *e.g.* Monday through Sunday at **wmca** where the sound of radio never stops.

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

under its present management.

Among the artists handled by the company are Perry Como, Nat "King" Cole, Pat Boone, Patti Page, Andy Williams, Paul Anka, Milton Berle and Tony Bennett.

■ Film sales

"Pete Smith Specialties" (MGM-TV)

Sold to WNBQ (TV) Chicago; WLAC-TV Nashville; WGR-TV Buffalo; KONO-TV San Antonio; WKJG-TV Fort Wayne; KSLA-TV Shreveport, La.; WCAB-TV Savannah, and WPST-TV Miami.

"Hearst Metrotone News Services"

Telenews Daily Newsfilm sold to KOVR (TV) Sacramento - Stockton; KCPX-TV Salt Lake City; WFAA-TV Dallas; KLFY-TV Lafayette, and Recife Tv, Rio and Tv Exelsior, Sao Paulo, both Brazil. *This Week in Sports,* sold to KFBC-TV Cheyenne; KTRK-TV Houston; ZBM-TV Bermuda, and to National Assoc. of Insurance Agents for Memphis, Chattanooga, Johnson City and Knoxville, all Tennessee. *Weekly News Review* was bought by KFBC-TV Cheyenne and KTVO (TV) Ottumwa, Iowa.

"Sherlock Holmes Features" (UAA)

Sold to WBNS-TV Columbus, Ohio; WEAU-TV Eau Clair, Wisc.; KXGO-TV Fargo, N.D.; KGMB-TV Honolulu; WNEW-TV New York; WTVH (TV) Peoria, Ill.; WSLA-TV Selma, Ala.; KSLA-TV Shreveport, La.; WICS (TV) Springfield, Ill.; and KXJB-TV Valley City, N.D.

"Golf Tip of the Day" (Heritage Productions)

Sold to WGN-TV Chicago; WHDH-TV Boston; WMAR-TV Baltimore; WKRC-TV Cincinnati; KPRC-TV Houston; CLKW-TV Windsor-Detroit; KPLR-TV St. Louis.

Now in **20** markets.

"Dr. Hudson's Secret Journal" (MCA-TV)

Sold to WNBC-TV New York; WAGA-TV Atlanta; WTVT (TV) Tampa; WDBO-TV Orlando; WGN-TV Chicago; KABC-TV Los Angeles; WAVY-TV Portsmouth-Norfolk, Va.; WRC-TV Washington, D.C.; WHBQ-TV Memphis; WLBW-TV Miami; WCTV (TV) Tallahassee; KDUB-TV Lubbock; WBTV (TV) Charlotte and WKBW-TV Buffalo.

"Case of the Dangerous Robin" (Ziv-UA)

Sold to Chicago & Suburban Retail Selling Assoc. for WNBQ (TV) Chicago; Lincoln Income Life Insurance Co. for WLEX-TV Lexington, Ky.; 7-Up Bottlers, WDSU-TV New Orleans; Des Moines Savings and Loan Assoc., KRNT-TV Des Moines; Safeway Stores, KOB-TV Albuquerque; Ira Young Auto Co., KCEN-TV Temple-Waco, Tex., and Maston Motors for Fort Wayne. Brown & Williamson has bought four markets. Also sold to WJBF (TV) Augusta, Ga.; WMT-TV Cedar Rapids; WOAI-TV San Antonio; WRGB (TV) Albany-Schenectady; WVEC-TV Norfolk; KVOO-TV Tulsa, and WLBT (TV) Jackson, Miss.

Now in **126** markets.

"Ranks #1" (Programs for Television Inc.)

Sold to WNBC-TV New York; WHDH-TV Boston; WGR-TV Buffalo; WRCV-TV Philadelphia; WHYN-TV Springfield, Mass.; WRGB (TV) Schenectady; WPTV (TV) Palm Beach, Fla.; WSUN-TV Tampa-St. Petersburg; WLWA (TV) Atlanta; WCCO-TV Minneapolis, and KTVI (TV) St. Louis.

Now in **11** markets.

"Lock Up" (Ziv-UA)

Sold to McKenzie's Pastry Shoppes for WWL-TV New Orleans.

Now in **174** markets.

"337 Warner Bros. Cartoons" (UAA)

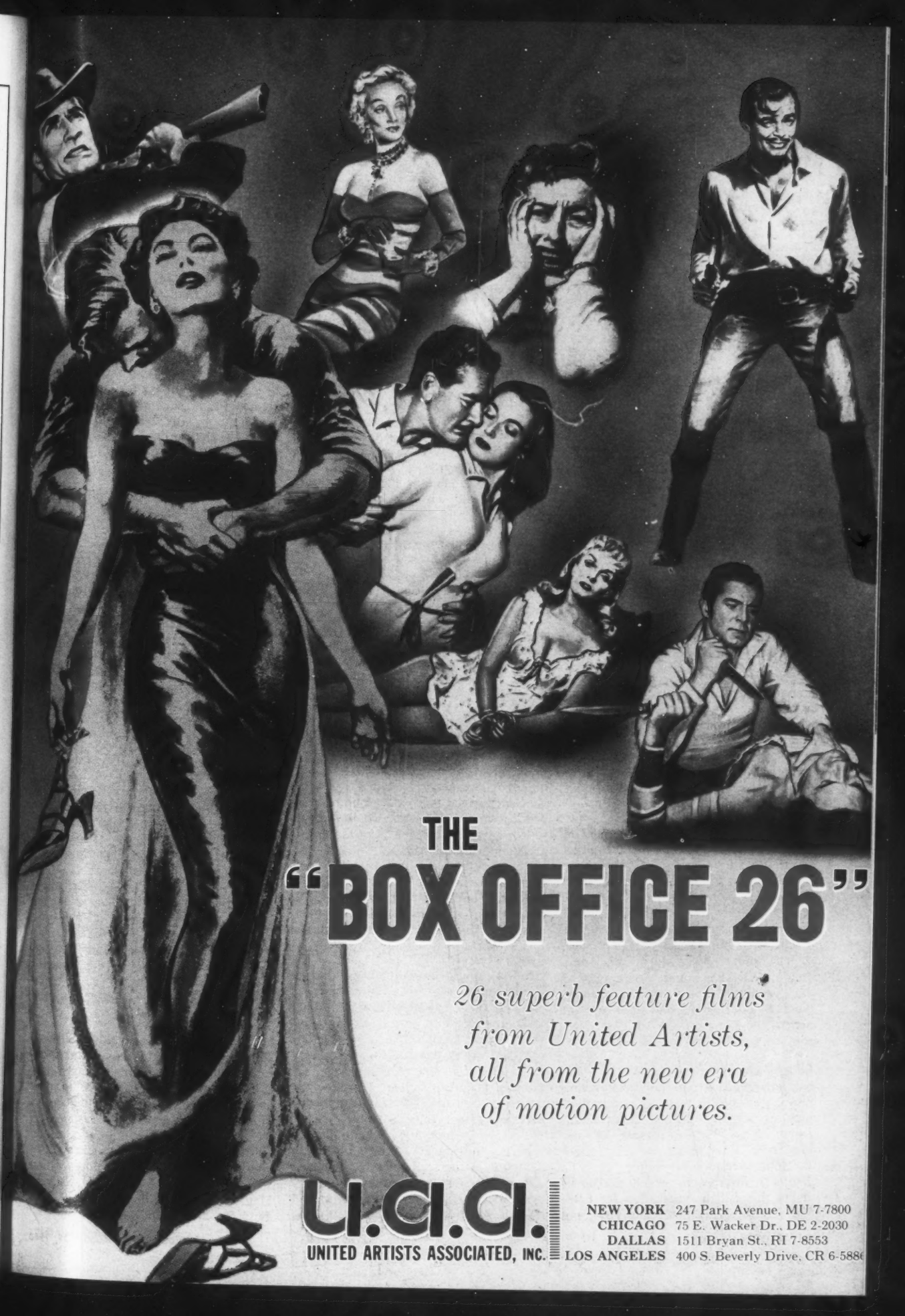
Sold to KOMU-TV Co. Lumbia, Mo.; WHIO-TV Dayton; WJTV (TV) Jackson, Miss.; WGEM-TV Quincy, Ill. Renewed by WAFB-TV Baton Rouge; WSFA-TV Montgomery, Ala.; KMTV (TV) Omaha; and KRON-TV San Francisco.

"Flight" (California National Productions)

Sold to KMSP-TV Minneapolis; WKBN-TV Youngstown, Ohio; KGLO-

Color breakout

WOR-TV New York, a non-network station is going to break out in color this fall. Station has scheduled a minimum of 144 hours of color broadcasts during the first 13-week cycle of its introductory move into color. Robert J. Leder, vice president and general manager of WOR Div. of RKO General, said viewing dates will be announced following the installation of RCA color transmission equipment, already begun. Color telecasts will consist of motion pictures carried on its *Million Dollar Movie* segments. In addition, according to Mr. Leder, color telecasts are planned for other broadcast areas within the station's programming. He noted that the move marks the first time a New York independent station will offer viewers regularly-scheduled color tv programming.


THE
"BOX OFFICE 26"
26 superb feature films
from United Artists,
all from the new era
of motion pictures.
U.C.C.
UNITED ARTISTS ASSOCIATED, INC.
NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 400 S. Beverly Drive, CR 6-588

TV Mason City, Iowa; WAIM-TV Anderson, S.C.; WRAL-TV Raleigh-Durham, N.C.; KSL-TV Salt Lake City; WHYN-TV Springfield, Mass.; WTTV (TV) Indianapolis; WPBN-TV Traverse City, Mich.; KMOS-TV Sedalia, Mo.; WDAM-TV Hattiesburg, Mo.; WRDW-TV Augusta, Ga., and WXYZ-TV Detroit.

Now in over **200** markets.

"Greatest Headlines of the Century"

Sold to KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; KHQA-TV Hannibal, Mo.; KEYC-TV Mankato, Minn., and WLWD-TV Dayton, Ohio.

Now in **40** markets.

Independent Television Corp. announces the following sales:

Tugboat Annie, sold to WGAN-TV Portland, Me. and KATV (TV) Ketchikan, Alaska; *Ramar of the Jungle,* sold to WISC-TV Madison and KOB-TV Albuquerque; *Hawkeye* and *The Last of the Mohicans,* to KOB-TV Albuquerque; *Sergeant Preston of the Yukon,* to WKBN-TV Youngstown and WJTV (TV) Jackson, Miss. and *The Action Theatre Package,* to WABC-TV New York.

For copies, write ...

Broadcasts of an analysis of the nuclear arms race produced 18,000 requests in 90 days for copies of the text, according to William N. Plymat, president of World Peace Broadcasting Foundation, Des Moines, Iowa. Radio stations in a number of markets have carried tapes of an address by Dr. Jerome D. Frank, Johns Hopkins U. The tapes are available in 29 and 44-minute versions.

The foundation was formed "to educate masses on world peace problems," according to Mr. Plymat, who is president of Preferred Risk Mutual Insurance Co., Des Moines. Its goal is peaceful solution to world problems. Dr. Cecil Hinshaw, American Friends Service, is vice president. Foundation headquarters is at 6000 Grand Ave., Des Moines. Among stations that have carried the public service program are WDAF Kansas City; WCAU Philadelphia; WBZ Boston, KOA Denver, WHO Des Moines, WBZ Cleveland and KVOO Tulsa, Okla.

Program notes

Two new series ■ Official Films, N.Y., announces two new series available for distribution. *Sportfolio,* a one-minute sports show which features 260 films of great sports events, will be ready for October delivery. Official's second new property, *Spunky and Tadpole,* is a group of 150 cartoons in color and black and white.

Victory over discrimination ■ WRGB (TV) Schenectady, N.Y., has produced a series of three programs concerning discrimination in New York State called *With Liberty and Justice.* The programs dealt with background, housing and housing problems involved in anti-discrimination. They were seen in succeeding weeks during the past month. WRGB's Sunnie Jennings was the producer and several eminent theorists on the subject made up the panels, including New York Gov. Nelson Rockefeller.

Editors' status ■ Producer Wilbur Stark has announced a new policy of giving film editors on his tv series and motion pictures, screen credit as "creative film editor" plus part ownership of the properties. First to receive this benefit is John Woodcock, editor of *The Brothers Brannagan,* which makes its debut this fall in syndication for CBS-TV Films. Mr. Stark said he hopes the move will lure the best film editors to his company. He said film editors are perhaps even more important than directors.

Creating a stir ■ KDKA-TV Pittsburgh offers for free syndication to all U.S. tv stations for public service use, a 30-minute documentary called "Prison Riot Report—1960." A group of 11 prison officials who attended the initial screening pronounced it "outstanding," according to the station. WGAL-TV Lancaster, Pa., has already taken advantage of the offer and presented the program Sunday, July 31. KDKA-TV reports that it plans two similar programs dealing with penal institutions for women and juveniles.

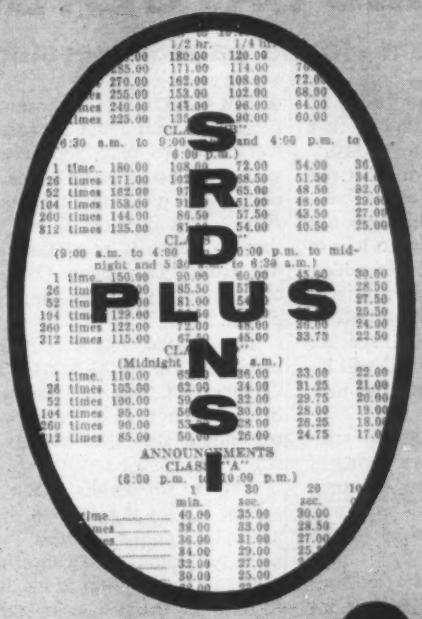
'Bloopy' underway ■ Jules Power Productions Inc., N.Y., has completed the first three episodes of a new slapstick comedy film series, *Bloopy and the Colonel,* which has a production schedule caling for 104 6-to-10-minute episodes in the first year and an equal number the second year. Episodes are designed to fit into a half-hour network program or as syndicated film in local children's programming, the company reports. Starring Joe Ross and Bobby Gibbons in the lead roles, *Bloopy and the Colonel* is called "new in every respect." Mr. Power, who produced *Watch Mr. Wizard* on NBC-TV as well as local live children's shows in several cities, says his new series achieves the "broadest sort of visual comedy without resorting to kicks in the pants, bops on the head, or other questionable comic devices."

Scholarly series ■ From Sept. 19 through May 27, 1961, WOOD-TV Grand Rapids, Mich., will present an educational series Monday through Friday called *Ten O'Clock Scholar.* Cooperating on the project and providing speakers are: Central Michigan College; Olivet College; Michigan State U.; Hope College; Calvin College; Aquinas College; U. of Michigan and Grand Rapids Junior College. Subjects for the first 13 weeks of the series include speech, conversational Spanish, government and consumer economics. Under consideration for upcoming segments are child care, music appreciation, great works, the modern novel and art in the home.

Migrant documentary ■ Production crews from KING-TV Seattle, KGW-TV Portland and KREM-TV Spokane (Crown stations) are at work preparing a documentary concerning migrant workers. The program, according to Bob Schulman, KING-TV's director of special features, will relate the story and problems of the "latter-day Oakies" upon whom the region's agricultural industry is frequently dependent for survival. The project will be telecast by all three stations. Some film sequences have already been shot in the lower Rio Grande Valley of Texas, home of many of the migrants.

Film library ■ Seeking material for its two-hour tv special *Hollywood and the Movies,* Wolper - Sterling Productions has made an arrangement for exclusive use of the Gregston Enterprises film library, which includes "The Great Train Robbery," "The Eagle," starring Rudolph Valentino, "Intolerance," "The Black Pirate," with Douglas Fairbanks, the original "Hunchback of Notre Dame," with Lon Chaney, "Birth of a Nation" and other old-time greats. Wolper-Sterling is also asking anyone owning films dealing with the early days of movie-making to get in touch with Jack Haley Jr., producer, at 9119 Sunset Blvd., Hollywood.

Religious film ■ "Our Lady's Shrine," filmed by Norwood Studios and sponsored by the National Council of Catholic Men, is available for local tv use anywhere in the U.S. free of charge. The half-hour 16mm color film covers the history, construction and dedication services of the National Shrine in Washington, D.C. For further information write National Council of Catholic Men, Radio-Tv Film Dept., 50 East 42nd St., New York 17.



IT ALL ADDS UP TO
THIS IN CINCINNATI

WCKY IS SOME BUY!

All you have to do is cross Nielsen audience numbers with rate card dollars and you'll come up with the smart money radio buy for Cincinnati—50,000 watt WCKY. Straight rate or package, day or night, programs or announcements, you'll find that WCKY packs a drawer-full of listeners at an efficiency rate that drives cost-per-customer right in the bottom drawer. For Cincinnati or for the Ohio River Tri-State Valley, the numbers tell the story—WCKY is some buy . . . **the** buy. Check it out with Tom Welstead in New York or with AM Radio Sales everywhere else.

WCKY | 50,000W | CINCINNATI

SENATE OKAYS REVISED PAYOLA BILL

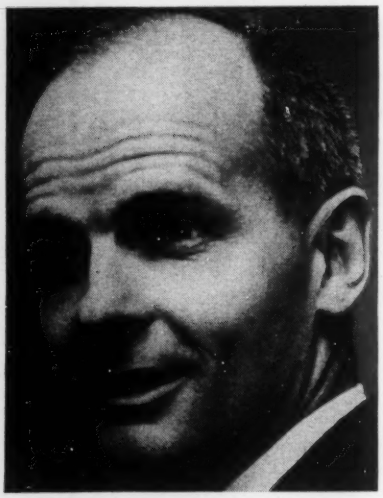
Eliminates license suspensions from House passed version

The Senate last week approved the payola bill (S 1898) with its own amendments eliminating proposed broadcast license suspensions and modifying a proposed provision to give the FCC power to impose $1,000-a-day forfeitures on misbehaving broadcasters.

Before approving the bill by voice vote, the Senate voted down a proposal by Sen. William Proxmire (D-Wis.) to reinstate the license suspensions section passed by the House (BROADCASTING, July 4).

Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee, who managed S 1898 on the Senate floor, said he had assurances from House leaders the Senate amendments would be accepted.

Sen. Proxmire in offering his amendment from the floor to put the license suspension provision back in the bill,



SEN. PROXMIRE
Murder got away

said the Senate modifications place the licensee in position to "get away with murder." Sen. Proxmire also offered two other floor amendments, but withdrew them "reluctantly" after being assured by Sen. Pastore that their merits would be aired next year, either in the Senate or the House.

The two Proxmire proposals withdrawn would (1) prohibit the FCC from considering as a favorable factor in an application the fact a member of Congress is a stockholder in the applicant; (2) provide for FCC regulation of the networks.

Plugola ■ Sen. Pastore also explained —to Sen. Clair Engle (D-Calif.)—that the Hollywood motion picture industry has no cause to become alarmed at the "free plug" proscriptions of the revamped Sec. 317. "I would hope the FCC doesn't use the new law to harass anyone," Sen. Pastore said. He added he hoped the FCC could hold informal conferences with interested parties to work out problems involving specific groups. "I would hope the FCC will be reasonable" (in administering the new section), he said.

Sen. Engle said Hollywood is concerned that networks, before airing a motion picture, may require the producer to guarantee the absence of payola and free plug practices in the film's production.

Sen. Andrew Schoeppel (R-Kan.) praised the bill and the broadcast industry's participation in drafting it. "I think the industry has shown a pretty decent attitude," he said.

Others who spoke favorably on the bill, as amended by the Senate, included Sens. Kenneth Keating (R-N.Y.) and Gordon Allott (R-Colo.).

Sen. Proxmire, in introducing his congressional ownership amendment, said FCC Chairman Frederick W. Ford told him that while congressional stockholdings of an applicant under present law would be considered in favor of the applicant if the holding were substantial, the holdings by five congressmen in the Capital Cities Tv Corp. awards are not substantial enough to be considered.

Agreement ■ Sen. Pastore said he agreed with Sen. Proxmire that congressional stockholdings should not be a factor in FCC grants, but asked him to withdraw the amendment, assuring Sen. Proxmire he would hold hearings on the question next year. Sen. Proxmire and co-sponsors of the amendment, Sens. Joseph Clark (D-Pa.) and Ernest Gruening (D-Alaska), agreed to this.

Introducing his network regulation amendment, Sen. Proxmire made a lengthy statement charging the networks with a low level of taste in programming and with excessive exposure of crime and violence shows. The FCC itself has recommended network regulation, he said.

Sen. Pastore said that to tell networks what to program gets into government censorship of programming and also runs into the question of viewer preference. Those who like symphony music can't order the networks not to play boogie woogie, he said. He noted the FCC made a study of network programming, but made no report; that it stated it had no objection to network regulation only after the House Legislative Oversight Subcommittee's payola heearings were completed.

The Rhode Islander noted Chairman Oren Harris (D-Ark.) of the House Commerce Committee has said he will hold hearings next year on network regulation. "If the House doesn't, I will," he promised.

Duty to the Public ■ Sen. Proxmire said he felt it was Congress' duty to look after the public interest where network programming is concerned.

In urging adoption of his amendment to reinstate the suspension section, Sen. Proxmire said this sanction had been

SEN. PASTORE
Wins a tug of war

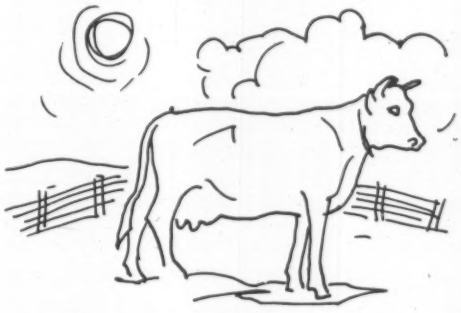
recommended by the FCC, by the Attorney General and the House Commerce Committee and had been passed by the House.

Sen. Pastore, in reply, said the FCC had acknowledged it could get the same results with other sanctions; that he himself knows as much about what license suspension would and would not do as does the Attorney General; that House Commerce Committee Chairman Oren Harris' description of suspensions as the "heart" of the bill was perhaps "poetic license"; that the House approved the bill before broadcasters

Can you guess this one?

Put the sound effects together—
and come up with a famous tune

1 Sound effect: Big Ben chimes



2 Sound effect: Cow mooing

3 Sound effect: Wind blowing

Answer—"Londonderry Air". And to you, the important thing is what happened on the air.

This was the first in our recent series of "Sound Charades". We thought, "Ha, ha, they'll be weeks figuring it out." Did we ever get fooled! We started the one above at 6 A.M. Each time it was broadcast, five people were given a chance to phone in the correct answer for prize money. Each time a charade was guessed, we changed to a new one.

Would you believe it—by noon, the same day, we had 4 winners. By 6 P.M. we had 8. 23 days and $3,200 later, we concluded that our audience was bright and we were broke!

These are the kind of people we offer you as an audience—people who can grasp a selling message, and who know a good thing when they hear it.

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

Rumor, true!

Pulse announces important new development for

ALL NETWORK TV USERS

- **Total U.S. Sample**
- **Multiple Audience characteristics**
- **"Customer Count"**

★ ★ ★

For details write or phone your nearest Pulse office.

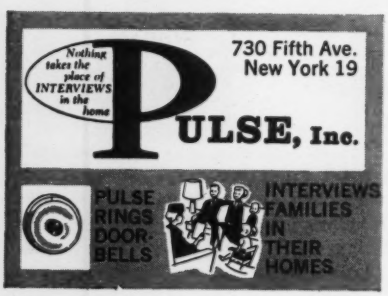
LOS ANGELES
6399 Wilshire Blvd.
Olive 3-7733

CHICAGO
Tribune Tower
Superior 7-7140

NEW YORK
730 Fifth Avenue
Judson 6-3316

SAN JUAN, Puerto Rico
P.O. Box 3442
Telephone 6-3164

LONDON, England
41-42 Dover Street
Hyde Park 0-294


Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

could make known their primary objection to it: namely, that license suspension would deprive the public of service where other sanctions would not.

Before the Senate rejected the amendment over Sen. Proxmire's lone vote, Sen. Pastore grimly promised he would ask that the bill be recommitted if the Proxmire amendment were accepted.

Besides eliminating the suspension section, the bill as approved by the Senate Thursday would modify the forfeiture section to provide:

Failure to operate as set forth in license must be "willful or repeated" rather than "negligent or intentional" as approved by the House; licensee is protected by one-year statute of limitations and a maximum forfeiture of $10,000; licensee must be notified of specific violations and given opportunity to answer before imposition of forfeiture; pendency of a forfeiture at any stage up to final determination by courts may not be used by the FCC to prejudice the licensee's rights in other FCC proceedings (though facts on which a forfeiture is based, going to the fitness of licensee, could be used—the licensee having the right to cross-examine and offer his own evidence); forfeiture cases which reached the court for collection would be "new" trials on their merits.

The Senate amendments also changed language of the bill to make it clear that sanctions for refusing to obey a cease and desist order could be applied only after such order had become final.

New translator forms available from FCC

The FCC has announced that copies of its revised form 346, for applications for authority to construct or make changes in tv translator stations are now available. Applicants for either uhf or vhf translators may obtain the new forms at the Commission's Washington office or any of its field offices.

Meanwhile, FCC representatives are in the second week of their Western tour to explain what steps are necessary to make previously termed illegal vhf operations lawful. The group consists of Dee Pincock of the general counsel's office and Mac Parker from Washington.

This week's schedule:

Great Falls, Mont.—DeMolay Youth Center on Aug. 29 at 11 a.m.; Wenatchee, Wash.—Regional Library on Aug. 30 at 11:30 a.m.; Salt Lake City—State Capitol, Governor's Board Room on Sept. 1 at 9 a.m.; Redmond, Ore.—Westminster Hall on Sept. 1 at 1 p.m.; Pocatello, Idaho—City Hall on Sept. 2 at 11 a.m.; Grand Junction, Colo.—KREX-TV auditorium on Sept. 2 at 1 p.m.

Vhf translators were authorized July 28 by the FCC which also provided for recognition of those stations built illegally (BROADCASTING, Aug. 1).

MORE MIAMI TIME
FCC extends deadlines in Miami, Boston cases

The FCC, acting last week to maintain the *status quo* in the Miami and Boston *ex parte* cases while it mulled petitions for stays and reconsideration by various parties, granted a postponement of the effective date of its Miami ch. 10 order.

It agreed to a two-week extension of the deadline which it originally gave National Airlines to take its ch. 10 WPST-TV Miami off the air.

Instead of Sept. 15 as the deadline, it set Sept. 30 as the new last day.

The commission also continued, from Sept. 12 to Sept. 27, the deadline date when new briefs are to be filed in the reopened Boston ch. 5 case.

The FCC, which technically has been in recess during the month of August, acted through a board, comprising Commissioner Robert E. Lee. The full commission is due to hold its first meeting after the summer recess on Wednesday, Aug. 31.

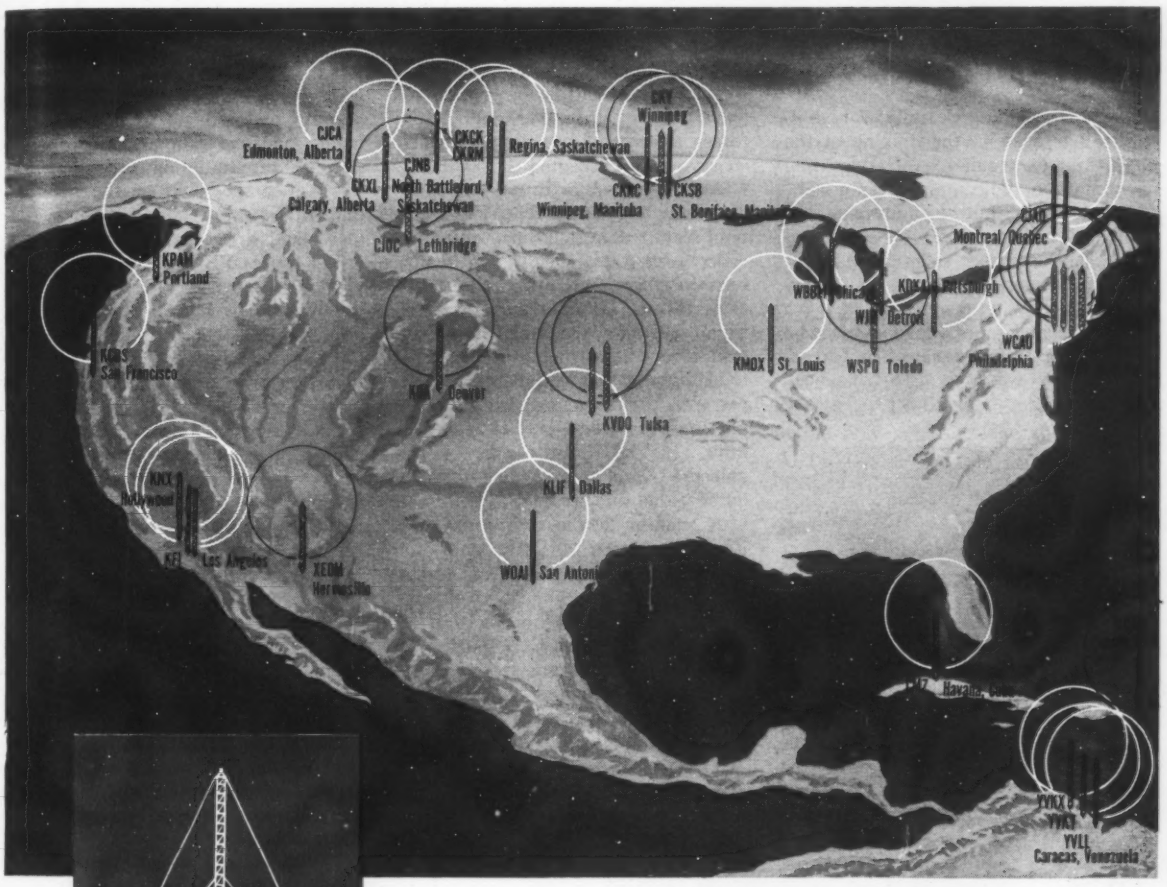
Last month the FCC issued its highly controversial final order in the Miami ch. 10 case. It voided its 1957 grant to National Airlines, found all applicants except L. B. Wilson Inc. tainted with the *ex parte* brush, and issued a permit for ch. 10 to the Wilson firm. It ordered National Airlines to cease operating by Sept. 15.

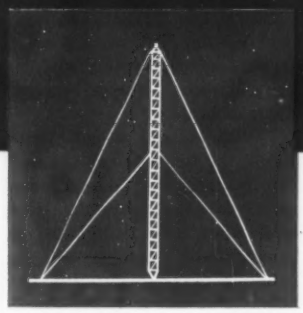
In the Boston case, the Commission voided the 1957 grant to WHDH Inc. (*Boston Herald-Traveler*), but gave it permission to continue operating on ch. 5 there under temporary authority while it reconsidered the merits of all the four Boston applicants.

Last week also saw L. B. Wilson file an opposition to the National Airlines request to the commission for a stay of its July 14 order pending the outcome of its court appeal.

Wilson, the only one of the four Miami ch. 10 applicants found untainted in the rehearing, told the FCC that the National Airlines' request should be denied because it showed no basis for granting a stay. The commission, in its July 14 order, granted the ch. 10 facility to Wilson.

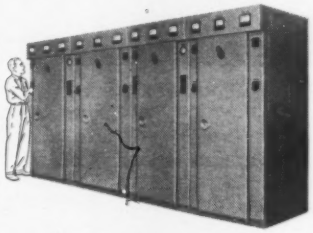
Wilson also emphasized that, acting on the Commission's grant, it had obligated itself to spend $500,000 on equipment and construction—with some of the equipment already enroute to Mi-





These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters



317B 50 KW installations include: WJR, KLIF, WOAI, KFI and WOR, with WMGM being installed and KVOO equipment in factory test.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Dallas, Texas
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

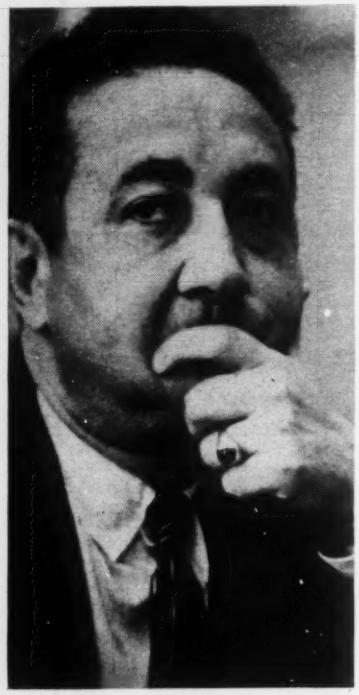
designers and builders of the world's most powerful radio transmitters

How Lee forced ceiling on commercials

Quietly, almost secretly, a revolution has been in the making at the FCC in its regulation of advertising volume on radio and television.

Not by fiat but by indirection, the FCC has set the ceiling on commercials at 1,500 spots a week for stations operating 18 hours a day seven days a week.

More and more broadcasters who apply for license renewal or for approval of a station sale have been getting letters from the FCC asking "how come?" if the application forms showed an average weekly spot volume exceeding 1,500.



SPOT REGULATOR LEE

12 per hour is enough

A few years ago this didn't happen with regularity. The FCC did not seem interested in "counting spots" to this degree. But then Commissioner Robert E. Lee got interested in over commercialization and began dividing the total hours of station operation per week by the total number of commercial spots per week to come up with an average number of commercial spots per hour. If this hourly average hit above 13 or 14, broadcasters got a letter.

A year or two ago, there was an upsurge of such official "inquiries."

It raised havoc with what up to then had been an almost pro-forma clerical task of filling in Question 12 of Part IV of the FCC's forms for renewals and for transfers.

Spot data are based on a composite week, issued by the FCC each year to its licensees.

Listener's Complaint ■ It all began seven years ago, in 1953, when Commissioner Lee was the freshman member of the FCC. This is how he explains it:

While driving to work each day, and again home at night, Mr. Lee began listening almost regularly to one of the independent radio station's in Washington. The more he listened, the more incensed he got. Spots were virtually continuous, he says, and, to add to his objections, the station was filled with bait and switch ads.

The day of reckoning came in 1955. The station's license was up for renewal, and a sitting member of the FCC, for one of the few times in commission history, had a first hand, personal knowledge of the station's programming practices.

Mr. Lee spoke up on the subject that midweek at the regular FCC meeting. No one was interested.

But the ex-FBI agent and Capitol Hill investigator is not one to be discouraged by lack of initial attention to his point of view (he's for uhf for television, and makes no bones he's in favor of letting pay tv be tried out).

As the months went by, he became known within the private ranks of FCC commissioners and the staff executives who sat in on meetings regularly as the one who consistently kept bringing up questions of over-commercialization whenever the spot totals seemed too high.

In the Majority ■ Soon he had an ally. Then he had two. About two years ago Mr. Lee found himself with a majority of the commission behind him.

So far has this attitude been taken over by the FCC as a whole that it is part of the policy statement on programming issued by the commission last July:

"With respect to advertising material, the licensee has the additional responsibility to take all reasonable measures to eliminate [false and misleading advertising] and to avoid abuses with respect to the total amount of time devoted to advertising continuity as well as the frequency with which regular programs are interrupted for advertising messages."

Thus came the time when hardly a session of the commission went by without one or two letters going out asking a broadcaster to justify what

ami. Wilson said that it had already paid out over $100,000 on these contracts.

WPST-TV Value Set at $6 Million ■ In its pleading, Wilson said that it had attempted to acquire or lease the WPST-TV ch. 10 facilities, but that National Airlines claimed they were worth five times their book value—"or $6 million."

The Miami ch. 10 station, Wilson said, had, as of Aug. 5, discontinued three hours of morning programs per day of its schedule and had laid off 19 employes.

Wilson also filed with the appellate court a notice that it will intervene as a party in the review of the FCC's July 14 decision as requested by National Airlines.

On Friday, the appeals court granted the FCC an extra week, until Aug. 29, to respond to National Airlines' petition for review. It also denied a request by National for early argument on its motion attacking the FCC's July 14 order or, in the alternative, for a stay. National Airlines' request and the commission's request were both filed before the FCC changed the deadline to Sept. 30.

The commission's Office of General Counsel filed an oppostion to the request by North Dade Video Inc. for reconsideration by the FCC of its July 14 order. The FCC staff said that the commission was correct in finding that North Dade had hired Washington attorney Robert F. Jones, former FCC member and former U.S. congressman from Ohio, to influence the FCC through Hill contacts.

The FCC general counsel's office also referred to the Elzey Roberts petition as a matter for policy consideration by the commission. Mr. Roberts, former St. Louis broadcaster, had asked that the commission withdraw its ch. 10 grant to Wilson and throw the vhf facility open to new applicants (BROADCASTING, Aug. 22).

Asks for Trusteeship in Boston ■ Greater Boston Television Corp., one of the Boston applicants, asked that Boston Herald-Traveler's ch. 5 WHDH-TV be placed under a trustee pending the outcome of the re-evaluation of all

the commission termed an "excessive" number of spots.

Nothing drastic ever took place. No station lost its license. No station was ever "cited" for a hearing on this point.

Each of the stations tolled by the FCC responded with alacrity to the inquiry. In many instances the composite week was blamed; it gave an atypical volume of spots per hour, broadcasters said.

Where the broadcaster acknowledged the correctness of his count and questioned the FCC's verdict of over-commercialization, two steps were taken:

Either the commission engaged the alleged culprit in lengthy correspondence until he took the hint and buckled under to the threat of possible unpleasantness, or, as in most cases, the suspect fell in with the FCC's viewpoint without a struggle.

Today it is rare that a broadcast application for renewal or transfer —the forms required for each of these processes is similar—is held up for inspection because of the spot count.

The broadcasters and their lawyers have learned what the FCC's limits are.

Just how did Commissioner Lee arrive at his magic number? Simple, says the Chicago-born commissioner with the rebel-sounding name: From the NAB code.

The tv code recommends a limit of one minute of commercial for each five minutes of programs—or three one-minute spots for each quarter hour.

Using this as the base for his calculation, Commissioner Lee comes up with 12 spots per hour, a figure he says was set by the industry itself.

the Boston applicants for this facility.

Greater Boston said that WHDH-TV is making a profit of $2.5 million a year and that it was unfair to permit it to "reap the enormous financial benefits flowing from the operation of the station and to use the money derived therefrom to press its application to the detriment of the other applicants."

Greater Boston asked that the trustee be appointed by the FCC and that he be prohibited from giving the *Boston Herald-Traveler* any payments for "professional services or expenses incurred in furthering the application of WHDH Inc. for ch. 5" unless by agreement among all parties that a like sum be made available to each of the applicants.

Greater Boston said the FCC should approve the trustee making payments to WHDH based on a fair return on its capital investment—the fair return to be fixed by the commission—and for WHDH to meet debt payments if necessary.

Both Greater Boston, and Massachusetts Bay Broadcasters Inc. filed oppositions to the petition for stay filed by WHDH Inc. two weeks ago.

In its July 14 order the commission voided its 1957 grant to WHDH-*Boston Herald-Traveler*, but said WHDH-TV could continue operating under temporary authority pending the outcome of new proceedings among the four applicants as to who should be given the channel. WHDH not only asked for a stay of this order, but also asked the FCC to reconsider its July 14 judgment (BROADCASTING, Aug. 15).

More time for AFCCE in tv 'drop-in' study

The Assn. of Federal Communications Consulting Engineers last week asked for a fourth extension of the deadline for comments on FCC rulemaking to "drop-in" additional vhf channels in selected cities through reduced mileage separations. The engineers asked for a delay of 30 days beyond the present Sept. 1 deadline.

In preparing their comments, members of the association have produced results differing as much as 7.5 db in the permissible effective radiated power, the petition said. "The difference is obviously of such magnitude that a substantial part of work done earlier will have to be completely revised," AFCCE said. The differences were caused, it was pointed out, because of deviations in the latest set of propagation curves.

Consideration should be given to revising the high-band vhf propagation curves to more accurately depict expected coverage, the engineers said. The latest extension in the rulemaking was granted so that interested parties could make use of revised curves after it was discovered that the first proposed curves were inaccurate (BROADCASTING, May 9, 1960).

In comments filed last week, both KCEN-TV Temple-Waco, Tex., and the National Grange were against the commission's proposal to provide more vhf tv stations through reduced mileage separations. KCEN-TV said the investments of thousands of dollars by existing licensees under current rules should be protected while the grange argued that a reduction in mileage separations "would result in the impairment and destruction of existing tv service to vast numbers of people, especially those living in rural areas."

New support seen for daytime power boosts

The count last week was four in favor and one against the FCC's proposed rulemaking to permit existing Class IV am stations to boost daytime power up to 1 kw regardless of the extent of interference caused by the increase (BROADCASTING, August 1).

Four stations, WMRF Lewiston, WHUM Reading, both Pennsylvania; WJER Dover-New Philadelphia, Ohio, and WNBZ Saranac Lake, N.Y., stated that the commission's proposal would greatly expedite the processing of a backlog of 400 applications for power boosts now pending. The stations also stated that such rulemaking would bring additional radio service to more of the public without the expense and lengthy process of a hearing procedure.

One station, WARD Sonora, Tex., claimed that the proposal is "unjust, unfair and inequitable." WARD, an applicant for a station on 1240 kc, stated that existing Class IV stations in the Sonora area have applied for power increases and that, under the proposed rulemaking, those stations can protest a grant to WARD but WARD cannot protest their power increases.

Power increases by Class IV stations have always caused automatic hearings. The new ruling, if adopted, would relax requirements to eliminate the need for hearings. The relaxation of the rule would apply only to existing Class IV stations, however, and applicants for new stations would follow the present rule. Comments on the proposal are due Sept. 1.

Senate group defers FCC appearance

The FCC won't be called up for hearing in the Senate Commerce Committee's plans to investigate "regulatory lag" of government agencies until well into the first session of the 87th Congress next year, and possibly the year after, according to a high committee source.

Committee Chairman Warren G. Magnuson (D-Wash.) who announced he'd make the study during the FCC appropriations hearings in May (BROADCASTING, May 30) as a long-range "Hoover Commission"-type undertaking, said that the General Accounting Office soon will initiate things with a "pilot study" of biggest and oldest regulatory agency, the Interstate Commerce Commission. Committee staffers will interview people at the FCC and other agencies and the GAO report on ICC will be applied, where possible, to other agencies before they're called up for hearing, the spokesman said.

OPERATOR PERMITS FOR REDS?

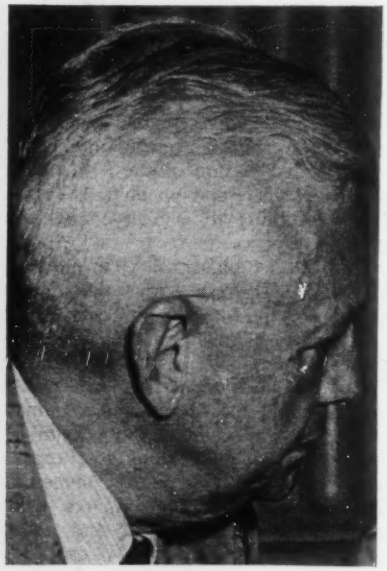
Could 'wreak havoc,' Lee tells House

A House Un-American Activities Committee hearing on proposed legislation to prohibit the licensing of radio operators who have communist backgrounds brought the admission by FCC and industry witnesses that our Conelrad communications system could be jeopardized by covert disloyal acts.

The hearing last week on HR 12852, a bill introduced by Rep. Francis E. Walter (D-Pa.), committee chairman, featured testimony by FCC Commissioner Robert E. Lee, and Joseph F. Keating, vice president of programs and operations for Mutual.

Rep. Walter's bill, introduced June 28, would prohibit issuance of a radio operator's license to any individual who willfully 'fails or refuses to answer certain questions relating to communist activities when summoned to appear before federal agencies." The bill provides for revocation of a license which may have been issued to any individual upon disclosure of communist activities. Rep. Walter, in an introductory statement, said the bill was "designed to cope with communist infiltration in the field of radio communications."

Rep. Walter made it clear that last June's U.S. Court of Appeals majority decision in the Morton Borrow case, which upheld the right of the FCC to ask the holder of a broadcast license whether or not he has ever been a communist (BROADCASTING, July 4) was only a step in the right direction. "It appears," he said, "that in addition to the law as pronounced in the Borrows case, legislation is needed in this field." Mr. Borrows appealed to the court when his first class operator's license renewal was dismissed by the commission in December, 1959. Mr. Borrow refused to answer two questions and asked for a hearing which was granted. After revocation of his first class permit, he appealed to the court. (He has currently appealed its decision to the Supreme Court).



REP. WALTER
'Legislation is needed'

'Encouraging Trend' ■ "While the majority opinion of the court of appeals in this case reveals an encouraging trend toward a recognition of the facts as to the nature of the communist conspiracy and the threat which communists pose in such vital areas as radio communications, the Borrow case does not deal with holders of operators' licenses as distinct from applicants," Rep. Walter said.

Commissioner Lee, who is FCC Defense Commissioner, testified that a communist radio operator could "wreak havoc" on the Conelrad system in a time of national peril. The commissioner explained that "a station which remained on the air under attack conditions could provide navigational aid to approaching aircraft." He said that a "classified study" is now underway which could "control this particular sort of thing in the future," but renders Conelrad vulnerable to sabotage today.

Under questioning by Richard Arens, committee counsel, Mr. Lee said he was "presently apprehensive" over attempts by the communists to penetrate the communications facilities of the U.S. He said that if the committee was "thinking in terms of security of communications, you must remember that the common carrier [systems] do a lot of highly classified work and they do a lot of switching in connection with their entire communications system that might make it desirable [to enact covering legislation] and there might be a way to extend this to our [Communications] Act." The commissioner, who is a former FBI investigator, said "I would just point out that Sec. 219 of the Communications Act . . . looked like an appropriate place. I am not even endorsing this, but I am just giving you a suggestion."

The commission is "entitled to inquire into anything we feel is pertinent," Commissioner Lee told the committee, "and if a man declines to answer those questions, he can be denied a license."

Under the decision in the Borrow case, if a person says he has been a communist but nevertheless wants his license, the FCC "hasn't the power to deny the request," the commissioner asserted. But, he said, in "such a case we would set him for a hearing and would have to make a public interest finding that being a member of the Communist Party was not in the public interest and deny him on public interest grounds."

No Power ■ The law says that if an applicant lies but another witness testifies that the applicant is a communist, the commission does not have the power to deny the license, Mr. Lee testified.

The commissioner said he thought the Walter bill would be a "useful tool." He said that if no witnesses "come forth" to testify that an applicant is a communist, the FCC has "no recourse" but to grant a license. Mr. Lee said he "has no reservations about the bill" but was speaking personally since the FCC is on vacation and the bill has not as yet come before the commission.

Asked by Chairman Walter as to the number of known communists now holding radio operators' licenses, Commissioner Lee said "we don't really know how many communists have infiltrated the communications industry." He said that the commission received reports on communist activities from other federal agencies. The Borrow case, "if it stands up [under a future Supreme Court decision] gives us the implicit authority that your bill would make explicit," Mr. Lee stated.

The commissioner brought with him an impressive array of FCC personnel

'Fifther' suspended

David J. Gould, NBC studio-audio engineer who took the Fifth Amendment when asked by the House Un-American Activities Committee whether or not he had ever been a communist (page 68) has been suspended by the network.

The network said that "this is in line with the NBC policy of suspending employes who refuse to testify as to their present or past affiliations with the Communist Party. Under this policy, if a suspended employe appears within 60 days in public hearings before a congressional committee or other governmental body or authority and testifies full on all questions asked him regarding alleged communist or subversive activities, and if his answers establish that he is not an admitted communist or engaged in any type of subversive activity, then the employe will be reinstated promptly without loss of seniority, service credit or pay; otherwise he will be discharged."

*We're not being cagey—it's a known fact—Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

ABC NBC

WBRZ *Channel* **2**

Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

including Edgar Holtz, associate general counsel; Charles R. Escola, assistant general counsel; Kenneth W. Miller, U.S. supervisor of Conelrad, Office of the Chief Engineer, and Frank M. Kratokvil, assistant chief of the Field Engineering Bureau.

Mutual received a large pat on the back from Chairman Walter during Mr. Keating's testimony. The network vice president, in a prepared statement, said that MBS considers informing the public of the "nature and objectives of communism" a part of a network's fundamental obligation. Rep. Walter replied that "it is indeed unfortunate that other media of information have not taken the same position that your company has." Mr. Keating emphasized that "only a few people could play havoc with our Conelrad system, even though the vast majority of radio personnel and technicians were completely cooperative." He said that Mutual would favorably consider the bill.

Other witnesses fared poorly before the committee. Among four licensed radio operators who took the Fifth Amendment when asked if they belonged to the Communist Party was David J. Gould, studio-audio engineer with NBC. Mr. Gould said that he refused to answer the question on advice of counsel and that all questions answered during his turn on the stand had been given to him by his counsel. Chairman Walter told Mr. Gould that his lawyer supplied advice which "will cause you some trouble."

Tv findings filed for ch. 8 High Point

Overlap and concentration of Jefferson Standard Broadcasting Co. stations should be "weighed comparatively" but are not prevalent to a degree that "compels disqualification," FCC's Broadcast Bureau said a fortnight ago in proposed findings in the contest for ch. 8 High Point-Greensboro, N.C. The bureau said further that Jefferson and Tri-cities Broadcasting Co. are not the "same applicant" because of the interests in both of Ralph Price.

Mr. Price owns 25% of Tri-cities and 7% of Jefferson. His Jefferson interests would be placed in an "irrevocable" voting trust if the ch. 8 grant goes to Tri-cities. Jefferson Standard owns WBT-WBTV (TV) Charlotte, N.C., WBTW (TV) Florence, S.C., and 17% of WFMY-TV Greensboro, which would be sold if the applicant is successful in its bid for ch. 8.

Other applicants are High Point Tv Co. and Southern Broadcasting Inc., both seeking a station for High Point. All four applicants put forth their own arguments designed to show the superiority of each.

Mary Jane's first

Mary Jane Morris, former FCC secretary, last week filed her first pleading with the commission as a private attorney. Now practicing law with her brother in Grand Rapids, Mich., Miss Morris urged the FCC to accept No. 2 of three outstanding alternatives for adding an additional vhf channel to Grand Rapids-Kalamazoo. Allocation of ch. 13, to Grand Rapids as proposed, is a "simple solution" to the problem and could be accomplished at once without waiting for an overall interim policy, she said.

Miss Morris resigned as commission secretary last April.

Hoffa loses round one

Teamster President James R. Hoffa has lost the first round in his $2½ million libel suit against Jack Paar, Robert F. Kennedy and NBC-TV. U.S. District Judge Theodore Levin, in Detroit, quashed the service of summonses on Messrs. Paar and Kennedy because they had been improperly served outside the state of Michigan, where the suit was instituted.

Judge Levin ordered a hearing Sept. 19 on a motion by NBC to quash the summons received by the network. The suit grew out of a July 22 appearance by Mr. Kennedy, brother of the Democratic nominee for President, on the *Jack Paar Show*. The case against Messrs. Paar and Kennedy still is before the court but the practice in the past has been to dismiss a case if proper service is not made within a reasonable time.

Amendment okayed

The House Commerce Committee last week reported favorably an amendment of the Communications Act which would bring it up to date. It approved a bill (S-1740), already passed by the Senate, which would forbid common carriers to discriminate in charges or services furnished for chain broadcasting or radio communication of any kind.

Specifically, the provision is now contained in Sec. 202 (b) of the Act, but it refers only to the use of common carrier "wires" for this purpose. The amendment would substitute "communication facilities"—thus encompassing within its terms microwave relays as well as cables used by common carriers.

There is no record that common carriers have attempted to charge premium fees for the use of radio relays.

Two Knoxville am's feuding over calls

WATE Knoxville, Tenn., does not like the plan of a new neighboring am station to use the call letters WROL, the call of WATE for many years. WATE has asked the FCC to rescind the assignment of WROL call letters to WFCT Inc., which has received a grant for a new station on 1490 kc in Fountain City, Tenn.

Fountain City adjoins Knoxville, which is moving to annex that suburb, and use of the WROL call there would cause confusion to the public and the post office and result in a "distinct disservice," WATE claims. The Knoxville station, on 620 kc, relinquished the WROL call in late 1956 but said that it still receives mail addressed to WROL.

The WATE pleading charged that WFCT Inc. is trying to ". . . acquire some of the prestige earned by station WATE when it used the WROL call . . ." and asked that any further use of WROL be limited to a station outside the WATE service area.

In answer to the pleading, WROL stated that the Knoxville station has not used the WROL call since 1956 and that the present owner never operated the station when it was so known.

WATE has no property right in the call letters, WFCT Inc. asserted, and its petition "is bad in substance and insufficient in law." The station contended that there cannot be confusion because a sufficient length of time has elapsed since the call was last used in the area. It further claimed that the assignment of the call letters conforms with FCC practice and policy.

Augusta Confusion ■ In another pleading regarding call letters, WRDW-TV Augusta, Ga., asked the commission to issue a cease and desist order to WRDW Augusta, an am station.

WRDW-TV stated that until Feb. 4, 1960, both stations were owned by Southeastern Newspapers. Since that date, however, the tv station has been owned by WPIT Inc. (Friendly Group) which purchased all of the am and tv assets excluding the physical assets of the am station.

WRDW was subsequently sold in June to Radio Augusta Inc. which has retained the old call letters. The tv station contended in its petition to the commission that it purchased the right to the am call when it purchased the assets of the two stations. It further stated that the am station receives the benefit and attention of advertising and good will fostered by the tv station.

Broadcast Bureau seeks hearing shift

The FCC Broadcast Bureau has asked the commission to shift the site of Gila Broadcasting Co.'s license renewal hearings from Washington to Phoenix —to begin Sept. 19.

The bureau said that it intends to call at least six witnesses, all of whom live in Arizona and will introduce books and records of two Arizona corporations. The bureau also noted that the five Gila stations—KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM both Globe—were all Arizona stations.

The main issue of the hearing is whether management contracts between Gila and Radio Assoc. Inc. resulted in relinquishment of control without commission approval. Also, whether Louis F. Long, Gila principal stockholder, acquired and disposed of his stock without FCC consent.

FTC warns about 'guarantee'

If an advertiser can't explain what he means by his guarantee in a 10-second or 1-minute spot, don't use the word.

This is the latest word from the Federal Trade Commission, which has issued a statement that this is an opinion of its staff in answer to inquiries from advertisers.

The same finding holds for advertising space limitations, the FTC said.

This opinion came as a result of protests by advertisers that 10-second spot radio or tv commercials do not offer enough time to qualify the dramatic claims of "guaranteed," the FTC said.

Failure to fully explain the terms of the guarantee "is an invitation to adversary action by the FTC."

The commission said it recognized that disclosing all the facts about a guarantee within a limited time poses a problem to writers of radio and tv commercials. "But a guarantee is such a compelling sales point that, whether it be in inches of newsprint or the average commercial's 10-to-60-second time span, if space does not permit disclosure of a guarantee's terms and conditions, the guarantee may not be mentioned in the ad," John R. Heim, director of the FTC's Bureau of Consultation, declared.

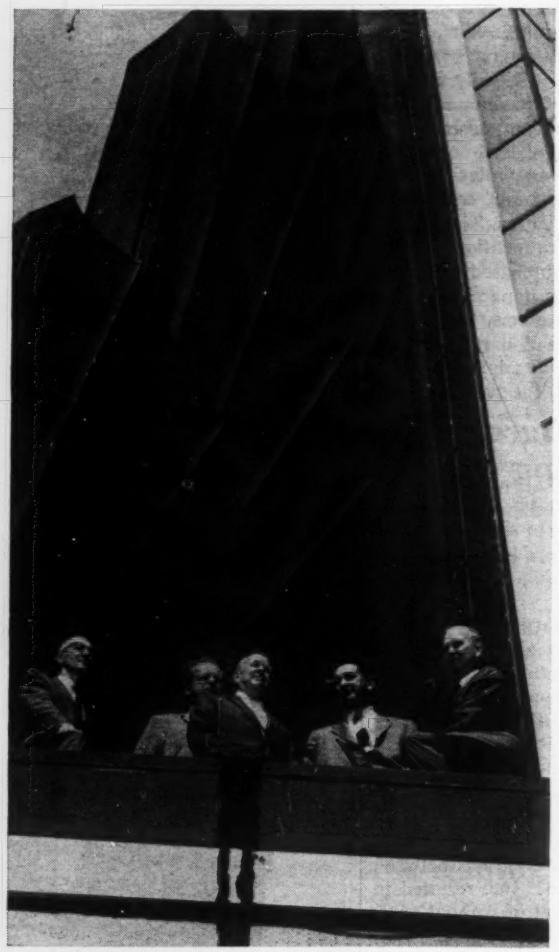
Recommended reading, according to the FTC: The commission's "Guide Against Deceptive Advertising of Guarantees."

IN PERSON

In Person gives sponsors the opportunity to put their best foot forward with millions of interested listeners. This entertaining new program presents all kinds of people in the news—in person. Well-known figures and unknowns, cosmic and comic personalities, people from all walks of life. CBS Newsman Ron Cochran keeps things moving with precision and wit. In all radio, In Person is the kind of company you keep

ONLY ON CBS RADIO

Forward and up for N.Y. uhf study



The FCC's New York uhf study took a "great leap forward" last week as its most vexing problem—the antenna placement on top of the Empire State Building—came under industry advisory study, following a meeting between FCC officials and Empire State Building executives.

A commission spokesman said that the antenna problem "is now more or less solved." He said that the New York meeting held August 19 produced "excellent results" and that "we now know an antenna can and will be placed" on top of the world's tallest building.

The news was heralded as a key step in setting up the commission project. There had been some serious doubts that an antenna could be placed on the building without causing interference with the signals of other stations sharing the tower. The meeting in New York attended by FCC Commissioner Robert E. Lee, and members of the chief engineer's staff indicated the feasibility of locating the antenna there without causing interference or overwhelming technical problems.

The commission spokesman said that the industry advisory group would probably meet Sept. 2 to decide on the kind of antenna to be used. He said that letters have been sent to industry members asking advise on the technical factors inherent in deciding on antenna make. The letter mentioned certain antennas and asked for opinions of them.

Meeting at the summit ■ At the site of their future antenna location on top of the Empire State Building, FCC and Empire State officials discuss means of installation. The meeting produced a commission affirmation that the antenna "could and would" be installed there and that technical difficulties could be solved. (L to r) Sidney Lines, chairman of FCC transmitting subcommittee; Arnold Scrivseth, FCC project engineer; Ralph Renton, FCC vice chief of engineering; FCC Commissioner Robert E. Lee and John F. Garrety, vice president of the Empire State Building.

■ Government briefs

Three 'r's' ■ Communications lawyers are going back to school—not to study law, but engineering. A 24-week course has been established by Capitol Radio Engineering Institute, Washington, D.C., for lawyers specializing in radio law. The course, under the sponsorship of the Federal Communications Bar Assn., is open to FCBA members, FCC personnel and the Assn. of Federal Communications Consulting Engineers and their staffs. It will cover subjects ranging from classical theory (electron, proton, neutron) to engineering aspects of international broadcast agreements.

It consists of weekly two-hour sessions. Tuition is $75, which includes reference material and supplies. The first session is Sept. 20 at 7 p.m. If enough applications are received, a second session will start on Sept. 22. The classes will be held at CREI in Washington.

No more time ■ The FCC has turned down a petition filed by KFSD-TV San Diego, Calif., for more time to file comments and replies in the commission's tv rulemaking proceeding for Bakersfield, Calif. (BROADCASTING, June 27). The commission's proposal, which would make Bakersfield an all-uhf market, is a companion piece to a rulemaking adopted last month making Fresno, Calif., all uhf. KFSD-TV had sought a 20-day extension of time from Sept. 6 to Sept. 26 for comments and from Sept. 21 to Oct. 12 for reply comments in the proceeding.

Tax deduction ■ The House last week passed a bill (HR 12536) that would allow a manufacturer to deduct up to 5% from his sales price of products subject to federal manufacturers excise tax for local advertising on tv, radio and in newspapers when the manufacturer pays for such advertising (BROADCASTING, June 20). The Senate Finance Committee reported an identical bill to the Senate floor last week.

USIA money ■ The Senate and House last week agreed on an appropriation of $119.35 million for the U.S. Information Agency, parent agency of the Voice of America, for fiscal 1961. The amount, a compromise between those formerly approved by the two bodies, was $2.36 million more than that approved by the House and $2 million less than that approved by the Senate.

KRLA delay ■ An FCC hearing on the license renewal application of KRLA Pasadena, Calif., scheduled to begin in that city Sept. 26, has been postponed to Oct. 31. The Broadcast Bureau asked for the postponement because of vacations and the press of other business. Chief Hearing Examiner James D. Cunningham, who will sit for the hearing and granted the postponement, will be in Los Angeles for further hearings in the FCC's programming inquiry beginning Oct. 10 (BROADCASTING, Aug. 15).

Says Maury Ferguson of Maury Ferguson Associates, agency for Fred Jones Ford, Oklahoma City, "With taped commercials, I can make my pitch at off-periods and get top quality with least effort . . . and you can't beat RCA TV Tape for picture quality."

SALES ARE UP AT KWTV...

since they installed RCA TV Tape Equipment

"We're glad we waited for RCA," says Edgar T. Bell, General Manager of KWTV, and well-known pioneer in the Broadcast Industry. "The use of RCA TV Tape has up-graded our station's entire production because it affords the best opportunity for talent and crew to view their work critically and to improve it. Sales are up . . . the equipment is booked solid . . . and advertisers are pleased with the superb quality they are getting in their Tape commercials."

Says Mr. Bell: "In tape recording, the quality of the picture is all important . . . and we wanted to make sure that KWTV taping facilities provided all the clarity, sharpness and realism of 'live' production. Being fully RCA-equipped, we felt confident that RCA would offer superior features in its machine . . . and we weren't disappointed. In fact, our first RCA Recorder proved so popular with advertisers that we have had to install a second."

This is the kind of acclaim RCA TV Tape has been getting in the ever-growing number of stations where it has been installed. Station managers find that once advertisers have seen results, they become enthusiastic Tape users. They find a convenience in operation that is unparalleled, and service after the sale of a kind that only RCA with its broad background in television can perform.

RCA Broadcast and Television Equipment • Camden, N.J.

Get the facts on TV Tape! Check with Edgar Bell and other proud new owners . . . see your RCA representative. He can show you how to profit most with this advanced new equipment.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

ITP growth noted in latest report

International Television Programs, New York, which distributes Ziv-UA programming abroad, has released a report covering the price structure, advertising and sales methods, tv commercial practices and other topics concerned with the marketing of film programs in foreign countries.

Edward J. Stern, president of ITP, issued the report on the seventh anniversary of the founding of the company. He noted that ITP has grown from a company employing two staffers and selling five programs to one engaging 306 persons, including those used for dubbing and sub-titling, and selling 36 properties.

The report stated that orders for tv programs sold abroad are through foreign branches of a company or its agency, though preliminary screenings often are held in the U.S., resulting in recommendations. Most foreign branches have almost complete autonomy in the selection of programs, though this varies from company to company, Mr. Stern said.

The report makes the point that prices of film tv shows, in terms of actual dollars, are lower in foreign markets than in the U.S., resulting in a satisfactory cost-per-thousand buy. Mr. Stern estimated that the annual budget for an advertiser sponsoring a program in one of the larger Latin American markets would amount to less than $35,000.

Companies listed as active by ITP in tv advertising abroad are American Airlines, Borden, General Motors, Crosley, Emerson, Ford, Richard Hudnut, Sears Roebuck, Standard Brands, Max Factor, Corning Glass, Hazel Bishop, Pepsi-Cola, Goodrich Tire, Liggett & Myers, Procter & Gamble, Nestle, General Tire, Westinghouse, Philco, RCA, Sherwin-Williams Paints, National Biscuit Co., and Chase Manhattan Bank.

CBC tv applications

Canadian Broadcasting Corp. has filed applications with the Dept. of Transport and the Board of Broadcast Governors at Ottawa, for six more television stations to round out its national coverage. The six stations are for smaller communities at Cranbrook, B.C., Camrose, Alta.; Flin Flon and The Pas in Manitoba; and Dryden and Sioux Lookout in northwestern Ontario. No date has been set for the hearings.

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is *WDBJ-TV* . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia

CFCN-TV Calgary plans September start

CFCN-TV Calgary, Alta., new ch. 4 station, is expected on the air during the latter part of September. It will be the first of the second stations licensed in major Canadian cities this year to go on the air. CFCN-TV will start initially from temporary quarters, programming from 5 p.m. to midnight, with live news, sports and weather telecasts either from the temporary quarters or a mobile unit during the initial period. By the first of the year the station's new headquarters are expected to be ready and programs will start at noon. Station is represented by Television Representatives Ltd., Toronto, Ont.

CFCN-TV is the only second station which will compete with another privately-owned tv station, CHCT-TV Calgary. In all other cases the first station in the city was either a Canadian Broadcasting Corp. station or an independent station with CBC obtaining the second license.

BBG hearings

Public hearings will be held Sept. 1-2 by the Board of Broadcast Governors at Ottawa, Ont., regarding the establishment of television networks in Canada. Oral representation will be heard by the BBG from those who submitted written briefs by August 15.

Known to be applying for network operations are a group of newly licensed tv stations led by CFTO-TV Toronto, Ont., owned by the *Toronto Telegram*, evening daily, and a group headed by Spence Caldwell, Toronto advertising agency executive and film distributor.

Meetings will be held in the court room of the Board of Transport Commissioners in the Union Station Bldg. at Ottawa.

■ Abroad in brief

CBC's Olympic coverage ■ Canadian Broadcasting Corp. is airing more than 17 hours about the 1960 Summer Olympics from Rome, Italy, on its radio and television networks, from Aug. 25 to Sept. 11. Direct reports are being heard nightly, except Sunday, from Aug. 25 to end of games, on both CBC Trans-Canada and Dominion networks. CBC-TV is carrying a half-hour summary six nights weekly through CBS-TV. CBC has sent two of its own staff reporters to Rome, Thom Benson and Ward Cornell, for the Trans-Canada network quarter-hour broadcasts, and is using Montreal freelance reporters Doug Smith and Russ Taylor, for the half-hour Dominion network reports. CBS video

tape is being flown by jet daily from Rome to Idlewild, New York, and sent by microwave from there to CBC at Toronto.

Agency appointment ■ Shell Oil Co. of Canada, Toronto, Ont., appoints Ogilvy, Benson & Mather to handle all its advertising effective Jan. 1, 1961. J. Walter Thompson Co., Toronto, has handled account for about 25 years. Ogilvy, Benson & Mather to handle all agency, is opening a Toronto office with A.G. Kershaw, MacLaren Adv. Ltd., Toronto, as manager.

Rogers' will ■ J. Elsworth Rogers, former president of CFRB Toronto, who died earlier this year, left an estate of $1,994,703, according to the probate of the will announced at Toronto on August 19. The estate was mostly in stocks and bonds. Succession duties are expected to account for about $775,000. His widow is to receive the income from one-half of the residue, and the remainder is being divided equally between two children.

New office ■ James Lovick & Co. Ltd., Toronto, Ont., has opened its tenth Canadian office at Halifax, N.S., with Walter L. Browne as manager. Company started in Vancouver, moved eastward and now has offices across Canada from Pacific to Atlantic, and is one of the few Canadian advertising agencies with an office in New York.

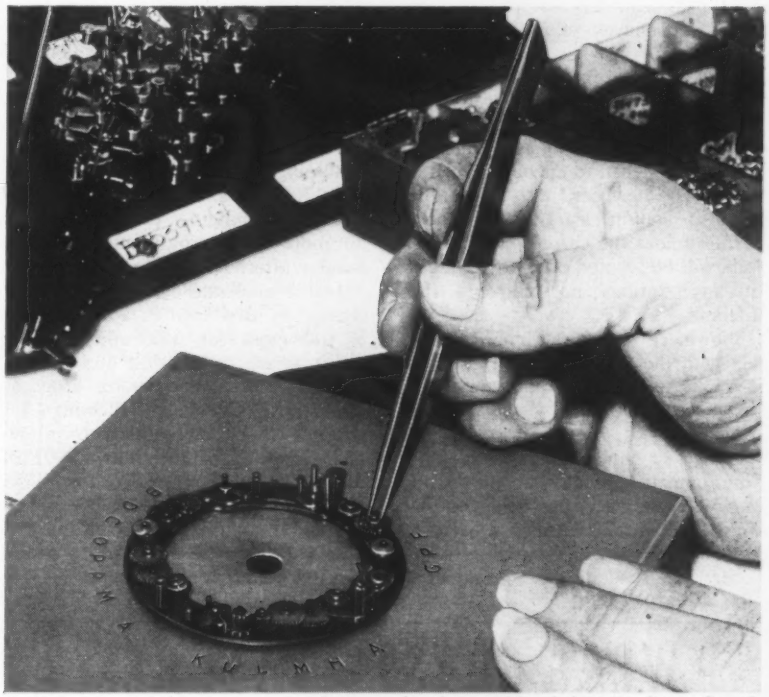
Freedom crusade ■ The Inter-American Press Assn., N.Y., and the Inter-American Assn. of Broadcasters, Montevideo, Uruguay, last week joined forces to campaign for freedom of expression in Cuba. The groups plan to enlist the support of the press and radio of all American countries to restore freedom of expression in Cuba.

CBC relay stations

To improve radio reception on a national basis in geographically isolated sections of Canada, the Canadian Broadcasting Corp. is constructing two low powered relay stations at Wedgeport, N.S., and Hinton, Alta. They are 40 w stations, similar to 73 other relay transmitters the CBC now has in operation.

CBC has application for four more low power relay transmitters with the Board of Broadcast Governors at St. Fintan's, Nfld.; Senneterre, Que.; Red Lake and Bancroft in Ontario. It plans to file applications for seven more stations in the mountainous area of British Columbia and an eighth at Haliburton, Ont. CBC engineers are studying 19 other locations for low power relay transmitters, and are investigating methods of improving radio coverage in the province of Alberta.

Throughout the World
A famous name for QUALITY is
ROCHESTER'S
GRAFLEX®



Intricate hand assembly of the new Super Speed 1000 Shutter mechanism, which contains 274 parts.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is . . .

WHEC

Member GARNETT RADIO-TV GROUP

BASIC CBS ROCHESTER

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

ABC RADIO IS GOING TO COST MORE

Rate hike effective with new program schedule in October

ABC Radio has prepared a new rate card to go with the new programming image it displayed to its affiliates last week.

Network rate increases ranging in some cases up to about 60% are slated to go into effect Oct. 1. They will be partially balanced off by a new discount structure designed to encourage volume orders. The new card also is premised on 100% station clearance, as opposed to 75% under the current card. Advertisers will be rebated on a pro rata basis for any stations not carrying their orders.

Showpiece ■ The rate changes coincide with the Oct. 3 start of *Flair,* the 55-minute afternoon strip which is the showpiece of "the new ABC Radio" (BROADCASTING, June 6 *et seq.*). *Flair* and other elements of the new programming, aimed basically at the young-housewife audience, are being outlined to ABC Radio affiliates in a series of regional meetings that started last week. Robert R. Pauley, vice president in charge of ABC Radio, heads the network delegation at the meetings.

ABC officials said affiliates were "enthusiastic" about both *Flair* and the other plans, including additional emphasis on news, public affairs and sports, greater use of the *Breakfast Club* to showcase new talent, local selling in sustaining network news shows preceding the hour, and cancellation of four commercial religious programs to open up more local programming time on Sunday afternoons.

In the new rate card, the 60-second charge in *Breakfast Club* goes from $1,100 gross for time and $300 for talent, to $1,300 for time and $300 for talent. In news and sports programs, five-minute segments (allowing 1:15 minutes for commercials) go from $800 plus $200 to $1,100 plus $200; 60-second announcements go from $550 plus $200 to $1,000 plus $200, and 30-second announcements go from $350 plus $150 to $600 plus $100. Co-sponsorships (alternating 60's and 30's) go from $650 plus $100 to $750 plus $100. In *Flair,* 60 seconds are $1,100 plus $300 and 30 seconds are $660 plus $150. These figures are gross, minimum-buy rates—before discounts.

A new discount—based on weekly dollar volume—is being added to the current frequency discount. The new dollar-volume discounts range from 3% for expenditures of $2,000 a week to 20% for $17,000 or more per week.

The current 10-second announcement (at $205 plus $50 for talent) is deleted in the new rate set-up.

'Flair' ■ Officials said the approximately 50 affiliates at the opening regional meeting, Monday in New York, not only hailed *Flair* as an important new network program, but indicated in many cases that they hoped to produce local versions of the show. It consists of short features (none more than 90 seconds long) with name personalities, interspersed by popular recordings. Actor-comic Dick Van Dyke is host and the features include such personalities as New York Restaurateur Toots Shor on table manners, Audrey Meadows with beauty tips, Gussie Moran on the women's view of sports, Hans Conried, Jean Carroll, Yul Brynner, Steve Lawrence, Boris Karloff and ABC newsmen in light reports from Paris, Cairo, London, Tokyo and Hollywood.

The program—described as "the one route out of straight music and news"—will be fed to the network at 1-1:55 p.m. and 2-2:55 p.m. Monday through Friday and stations may carry it whole

WEST COAST FEATURES:

CALIFORNIA **$475,000**	Outstanding fulltime. Number one rated. Major market. Good cash flow operation. Terms available.
CALIFORNIA **$260,000**	Profitable fulltime 1 kw in one of California's fastest growing medium-size markets. Number one ratings. Good proven management available. Terms subject to negotations.
WASHINGTON **$400,000**	Top power facility in good market. Needs "grass roots" owner-management plus technical rehabilitation . . . Low down payment. Good terms. Unusual opportunity.

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS
NEGOTIATIONS—FINANCING—APPRAISALS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D. C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KXOX St. Louis: Sold by Elzey Roberts Jr. and C.L. Thomas to Todd Storz for $1.5 million cash, handled direct. KXOX Broadcasting Inc. will be liquidated and Storz purchases all assets, including real estate. KXOX operates on 630 kc with 5 kw. Other Storz stations are WHB Kansas City; WTIX New Orleans; WDGY Minneapolis-St. Paul; WQAM Miami and KOMA Oklahoma City.

■ KTKT Tucson, Ariz.: Sold by Copper State Broadcasting Co. to Leland Bisbee Broadcasting Co. (KRUX

or in segments in their own local programming (provided they use all of it, including commercials). ABC officials said most affiliates planned to use it whole, rather than break it into inserts.

Highlights of other plans, most of which had been disclosed earlier:

■ *News at :55* to be expanded, starting Oct. 31, with five-minute newscasts at 55 minutes past the hour from 7:55 a.m. through 10:55 p.m., Monday through Friday. Any segment not sold by the network may be sold locally by affiliates, subject to recapture on two weeks' notice.

■ Additional commentary and background news to be fed, as warranted, immediately following *News at :55* (this additional material will not be offered for sale by the network). In addition, a "morning news call" will be added to the current "afternoon news call" to feed news material and background for local use.

■ Four 25-minute weekly public affairs programs are being planned: *Frontiers of Science, From Capitol Hill, Overseas Press Club Conference* and *ABC University of the Air.*

■ *Late Sports,* with Howard Cosell, to be expanded to 10 minutes, Monday through Friday (6:45-55 p.m. EDT). It will be available for local sale, subject to two weeks' recapture.

■ Eight to ten major sports events to be carried each year.

■ Half-hour *Five Star Final* news wrapup at 6:30-7 p.m. on weekdays, consisting of John Daly with hard news, John Cameron Swayze with national weather, Howard Cosell with sports and Arthur Van Horn with business and stock market report, followed by Edward P. Morgan with news analysis at 7-7:15.

■ Four commercially sponsored religious programs (25 minutes each) to be dropped from the Sunday afternoon schedule by Nov. 20, to clear the way for more local programming. The shows to be dropped: *Wings of Healing, Frank and Earnest, Radio Bible Class* (one of two editions) and Oral Roberts. Their departure will leave 11 religious programs (seven commercial and four sustaining).

■ *Breakfast Club* will start showcasing new personalities and will travel more. Two one-minute spots within the show will be made permanently available to stations for local sale.

■ "We will no longer accept expediency sales, short-notice orders or cancellations, and we'll eliminate the sale or programming of isolated five-minute shows."

■ Standard format of station compensation will be continued.

Affiliates heard the new plans at regional meetings last week in New York, New Orleans and Chicago. The final session is scheduled today (Aug. 29) in San Francisco. Accompanying Mr. Pauley were James Duffy, national sales director; William T. Rafael, national program director; Earl Mullin, national director of station relations; Frank Atkinson, station relations manager, and Jack Mann, director of sales development and program coordination.

V.I. tv to send first signal soon

VITV (TV) Virgin Islands is scheduled to send its initial signal this month. The station, headed by William R. Lastinger, president, will send out current television fare via closed circuit cable distribution system.

The station reports that islanders, without solicitation, have indicated willingness to pay $10 per month fee for service.

Phoenix, Ariz.) for $400,000. Announcement of purchase was made by George P. Lasly, vice president-general manager of Bisbee organization, who also said KTKT personnel and format would remain unchanged. Sellers include Art Linkletter, radio personality; John Gudell, tv producer and Tom Wallace, veteran broadcaster. KTKT operates on 990 kc with 10 kw daytime but holds cp for 10 kw day, 1 kw night unlimited.

■ KBUY Amarillo, Tex.: Sold by David R. Worley and Gerald H. Sanders, to Radio KBUY Inc. for $250,000. Purchaser is G.E. Miller & Co., real estate investments and financing, headed by Giles E. Miller. The Miller firm owns KOKE Austin, Tex., and has option for 50% interest in KINT El Paso, Tex. Mr. Worley owns 50% of KSEL Lubbock, Tex., has application pending before FCC to increase his holdings to 72.5%. He also owns 98% of KLEA Lovington, N.M. Mr. Sanders owns 10% of KSEL Lubbock. KBUY operates on 1010 kc with 5 kw daytime and 500 w night.

■ KFLW Klamath Falls, Ore.: Sold by Joseph Carroll and associates to David and Betty Snow, Madera, Calif., for total consideration of $103,000. KFLW is 250 w CBS affiliate on 1450 kc. Sale was handled by Hamilton, Landis & Assoc.

■ WEKR Fayetteville, Tenn.: 50% interest sold by estate of John R. Crowder to James Porter Clark, present 50% owner, for $52,500. WEKR is 250 w on 1240 kc. Broker was Paul H. Chapman Co.

STATIONS FOR SALE

EAST

Daytimer in suburban market showing high cash flow. Price is $160,000 with 29% down and good terms on balance.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Profitable station in rich farming area. Has good real estate and substantial net quick assets. Priced at $265,000 with 29% down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHEAST

This is a good facility in a good market with plenty of potential. Price is $265,000 and $63,000 down payment is needed. There is good net quick and real estate.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Profitable fulltime California radio station located in attractive, growing area. Grossing in excess of $90,000. Priced at $175,000 with 29% down on long terms, no interest.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

TelePrompTer buys another catv system

Purchase of a community antenna system in Eugene, Ore., by TelePrompTer Corp. (CLOSED CIRCUIT, Aug. 15) for $384,000 plus an undisclosed number of TelePrompTer shares, was announced last week.

The Eugene Cable Company, founded in 1955 by William D. Elkins and Ray F. Siegenthaler, serves nearly 5,000 subscribers with tv signals from KOIN-TV, KGW-TV and KPTV (TV) Portland, Ore.; KOAC-TV Corvallis, and the local KVAL-TV Eugene.

Messrs. Elkins and Siegenthaler will continue to manage the system, Irving B. Kahn, president of TelePrompTer, said.

The Eugene system is the fifth such acquisition by the Kahn organization. It already owns antenna companies in Silver City and Farmington, New Mexico; Rawlins, Wyo., and Liberal, Kan., serving in all 8,000 people.

The company is preparing to begin test installations of its key tv system of pay tv in its Liberal, Kan., system.

Broker in the Eugene purchase was Blackburn & Co.

ABA meeting to view Canon 35 pros & cons

Relations of the legal profession and broadcasting will be discussed at a series of meetings and panels to be held this week during the Aug. 29-Sept. 2 convention of the American Bar Assn., in Washington. Over 12,000 are expected to attend.

The ABA's anti-broadcast Canon 35, barring cameras and microphones from courtrooms, will be considered at the meeting of the association's ruling body, the House of Delegates. An ABA committee headed by Whitney North Seymour, president-elect of the association, will report on efforts to obtain foundation financing for a preliminary study to determine whether reliable factual data can be compiled on the question, "Do photographing and broadcasting affect fair trial?"

The committee has been in existence 15 months, holding consultations with the six national organizations representing broadcasting and the press. There is no indication any progress has been made in securing an angle for the preliminary study.

At an Aug. 31 meeting of the ABA insurance, negligence and compensation law section, Linton Godown, Chicago handwriting and documentary specialist, will demonstrate use of closed-circuit tv in the courtroom so juries can see evidence and exhibits while listening to testimony by witnesses.

Closeups ■ The Linton plan is based on the idea that closeups of such exhibits as documents, photos or x-rays, for example, would aid judges and juries. Under present procedure, such exhibits are usually not seen by judges and juries until a later time.

Use of closed-circuit tv or video tape in legal proceeding has been advocated by the ABA's committee on continuing education of the bar. The committee noted the facility is being used increasingly by leading universities and public schools "to provide large numbers of students with high-quality instruction," and doctors have a closed circuit radio service available at $10 a month. This service, the committee report said, brings three separate 15-minute medical news and information programs six days a week, 12 hours a day. Medical news, clinical sessions, panel discussions, case histories and professional developments are supplemented by music.

A panel discussion on ethics of lawyer appearances on tv programs was scheduled at an Aug. 27 session, under sponsorship of the National Conference of Bar Presidents. Panelists including Grant B. Cooper, Los Angeles County Bar Assn. and Herman F. Selvin, past president of that group. The topic has been an exciting one in that city, where efforts have been made to keep lawyers off-the-air because of purported self-promotion aspects. Another Aug. 27 panel dealt with proposals to revise the copyright laws. Among panelists was Vincent T. Wasilewski, NAB vice president.

A panel discussion on "Crime Portrayal in Public Section" is slated Aug. 30 before the criminal law section. Charles H. Tower, also a NAB vice president, will appear on this panel along with Charles Sutton, *Los Angeles Times*, and Charles Fletcher-Cooke, London, member of Parliament.

Raymond Burr, star of the *Perry Mason* tv series, will speak Aug. 27 at the annual banquet of the Judge Advocate Assn.

Religious stations form own network

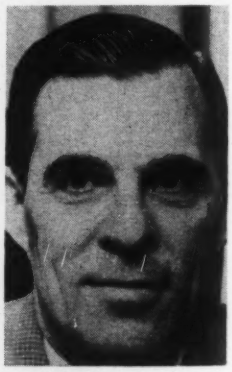
Eight religious radio stations have banded together to form the Western Inspirational Network. At a meeting in Los Angeles with discussion groups, panels and workshops, representatives of the stations drafted and adopted a constitution, explored the possibility of program exchanges and discussed administrative, programming and technical problems common to their operations. Participating stations were: KBBI Los Angeles, KCFA Spokane, KEAR San Francisco, KEBR Sacramento, KGDN and KGFM (FM) Seattle, KHOF Los Angeles, and KGVW Belgrade, Montana. A network member, but not represented at the meeting, is KWIL Albany, Ore. Dick Palmquist of KEAR was elected president. Larry Gordon of KWIL was elected vice president. Jean Carpenter of KHOF was chosen secretary and Bob Ball of KGDN-KGFM, treasurer.

Manager sues KRLA

Edwin V. Schulz, general manager of KRLA Pasadena (Los Angeles) from Aug. 1, 1959 to Feb. 15, 1960, has filed suit for $105,000 against Eleven Ten Broadcasting Corp., licensee of KRLA, in U.S. District Court, Southern District of California. He alleges that the company breached a five-year written employment contract with him last

Broadcaster and family missing

A 15-state search for missing Oklahoma broadcaster Henry S. Griffing and his family has produced no new leads as of late Thursday. Mr. Griffing, who is president of Video Independent Theatres Inc. (12% owner of KWTV [TV] Oklahoma City) secretary and director of KWTV and is president of the Vumore Corp. (a catv system), was last seen when he and his family boarded their one-engine Cessna aircraft at Teterborough, N.J. on Aug. 16.

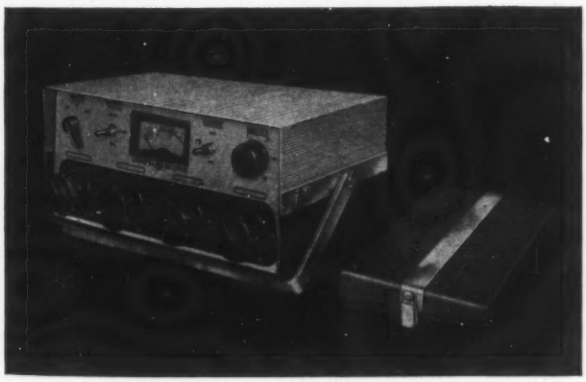


MR. GRIFFING

It is presumed that the Griffing family was headed back to Oklahoma although no flight plan was registered with the aviation authorities. No trace of the family has been reported since the plane took off from Teterborough. Aboard was Mr. Griffing, his wife and two children.

Civil Air Patrol search units have explored various "leads", but so far to no avail. Video Independent Theaters is offering a $5,000 reward for information on the family's where-abouts a spokesman at the tv station said last Thursday.

New portable audio amplifier—only 19½ lbs!



Carrying handle functions as base to position unit for most convenient operating angle.

Completely transistorized — not a tube in the circuit.

The first time you lift it you'll be thankful for transistors — because it is 100% transistorization that makes this lightweight reliable design possible.

General Electric's new Type BA-26-A has built-in studio quality. Designed for AM-FM-TV and recording use, this portable amplifier provides console quality for remote broadcasts such as sports events, concerts and spot news. Besides the customary microphone inputs, this portable amplifier features a high-level input for tape or transcription.

Here is the first portable audio amplifier containing its own regulated self-contained power supply with a range of 95 to 135 volts a-c. Provision for battery operation is also included. A laminated plastic front panel preserves permanent markings and allows space for other information to be added and erased without damaging the surface.

For complete specifications on the latest in General Electric's new line of Transistorized Audio equipment, write Technical Products Operation, Communication Products Department, Section 4890, General Electric Company, Lynchburg, Virginia.

GENERAL ELECTRIC

February, when it still had 4½ years to run. Mr. Schultz is suing for $100,000 in unpaid salary and $5,000 compensational damages. He also asks for an accounting and 1% of the station's net income during the term of this contract.

NAFI offers stock; tells tv profit, loss

NAFI Corp., Oakland, Calif., last week made its second public stock offering in six months (BROADCASTING, March 28). The diversified corporation, which engages in textile specialty, oil and gas, and boat-manufacturing operation as well as broadcasting, filed a registration statement with the Securities & Exchange Commission to sell $7.5 million in 20-year debentures to help finance its recent purchase of Chris-Craft Corp. (boat manufacturer, particularly pleasure crafts).

NAFI operates KPTV (TV) Portland, Ore.; KCOP (TV) Los Angeles; KFJZ-TV Fort Worth, Tex., and KXYZ Houston. In the statement the company reports that for the year ended June 30, 1960 KPTV showed a net profit of $238,332 before deduction of $123,933 for amortization of intangibles. KCOP, which has never shown an annual profit according to the statement, showed a loss of approximately $30,000 for the four-month period ended June 30, 1960. Amortization of intangibles for that period would have been about $107,000. The prospectus lists several reasons for KCOP's losses, among them loss taken on the production and distribution of tv programs in joint ventures. KCOP this month dispersed its distribution business and has announced that it now plans to produce programs for its own use only.

Two etv stations form own network

A new tv network connecting California's two non-commercial educational tv stations, KQED (TV) San Francisco and KVIE (TV) Sacramento will go into operation following the completion of a two-way microwave relay unit atop Mount Diablo and special installations at the two stations. The target date is Oct. 15. Construction is being financed by a special grant from the Ford Foundation's Fund for Adult Education.

The permanent connection will enable the two stations to share classroom instructional programming during school hours, and other programming in the afternoons and evenings. If other non-commercial educational tv stations start operations in California, they too will be hooked into the California Community Television Network, according to current plans.

We are pleased to announce, as Brokers, the completion of our recent transaction:

$9,750,000

WDAF-TV AND AM, KANSAS CITY, MO.

Sold To

TRANSCONTINENT TELEVISION CORPORATION

HOWARD E. STARK

Brokers — Financial Consultants

50 EAST 58TH STREET NEW YORK 22, N. Y. ELDORADO 5-0405

Media reports

Turned down ■ Technicians of WPTV (TV) West Palm Beach, Fla., voted 10-2 against International Brotherhood of Electrical Workers as bargaining agent, according to election results certified to National Labor Relations Board.

Getting set ■ L.B. Wilson Inc., new licensee of ch. 10 Miami, has leased an entire building, at 2133 N.W. 11th Ave. for station studios (AT DEADLINE, Aug. 15). The building, formerly occupied by Soundac Productions Inc., is a two-story split-level structure, 80 feet by 100 feet. There is substantial room for a microwave tower to operate between the building and transmitter at Hallandale, Fla., 20 miles north. There are also spacious studio accommodations and a large parking area. Wilson expects to begin operations on or about Sept. 15.

Fm at Riverside ■ WRVR (FM) New York, new 20 kw station to be operated by The Riverside Church, plans to start broadcasting early next year, it was reported last week. A station spokesman said programming will be devoted to community service, including Spanish shows, rather than religious programs. Located in the church, at Riverside Drive and 120th St., the station will be on the air (at 106.7 megacycles) seven or eight hours daily, covering evening and nighttime periods.

Improved signal ■ WOR New York has started operating from a newly-developed 50 kw transmitter, which was constructed and installed by Continental Electronics Corp. at WOR's former transmitter site in Carteret, N.J. The new signal's quality is said to incorporate advancements made in Continental's recent experimental two-million-watt transmitter for the U.S. Navy and is described by WOR as "New York's high fidelity voice."

D.C. office for NAEB

The National Assn. of Educational Broadcasters opens an office in Washington, D.C., on Thursday (Sept. 1), with William G. Harley, its president-elect, heading up a staff in the DuPont Circle Bldg. Plans were announced last week at association headquarters in Urbana, Ill., by Dr. Harry J. Skornia, now NAEB president.

Mr. Harley is on leave of absence from his duties as program director of WHA-TV Madison, U. of Wisconsin station. Dr. Skornia resigns as president Nov. 1 to devote full time to teaching radio-tv at the U. of Illinois' college of journalism and communications.

WESCO FM STEREO SESSION

Multiplexing predicted for early 1961

Stereophonic multiplex broadcasting should become an operating reality for fm stations early in 1961, Harold L. Kassens, chief of the aural existing facilities branch, broadcast facilities division of the FCC, said Wednesday in Los Angeles.

Answering a question during a panel discussion of stereo multiplexing at the Western Electronics Show & Convention, held Tuesday-Friday (Aug. 23-26) in the Los Angeles Memorial Sports Arena, Mr. Kassens said that the FCC deadline for comments on its proposed rulemaking is Oct. 29. The commission, he said, anticipates making its decision on fm stereo multiplex standards before the end of the year. This would enable broadcasters to begin operating under the standards early next year.

Preceding the question-and-answer session, the technical requirements for fm stereo multiplex broadcasting were outlined in a paper prepared by R. J. Farber of Hazeltine Research Corp. It was read by George Gieseke. Mr. Farber, secretary of panel 1 of the National Stereophonic Radio Committee, said that NSRC took up the problem of broadcast transmission and reception of a two-channel stereo signal after the commercial success of such stereo reproduction system had shown that "the second audio channel of the stereophonic system adds sufficient depth and illusion to produce highly salable results."

Mr. Farber noted that all of the systems proposed for stereo multiplexing use a combination of left and right signals to modulate the main fm carrier but proposed "many" methods of subcarrier modulation, including "fm, am, am suppressed-carrier and am single-sideband techniques." His committee is not recommending any preferred method of modulation, he said, as "each system must be considered as a whole." But he pointed out that whatever system is adopted, the FCC, will have to modify its rules for Subsidiary Communications Authority (SCA).

Representatives of various manufacturers described the systems devised by their companies: William H. Baubien, General Electric Co.; Carl Eilers, Zenith; Murray G. Crosby, Crosby-Teletronics Corp.; Harold N. Parker, Calbest Engineering & Electronics; and William S. Halstead, Multiplex Development System.

A. Prose Walker, manager of the NAB engineering department, described field tests of the various proposed stereo multiplex systems made in the Pennsylvania hills near Uniontown, using signals of KDKA-FM Pittsburgh. Mr. Walker played part of the tape prepared for the field tests by Bell Telephone Labs and portions of a record of the reception of the broadcast of that tape by one of the proposed systems, but he declined to say which one. He also avoided reporting any of the findings of the tests, which he said encompassed about 3,500 technical measurements but said that the EMI system, brought from England and not reported on at Wescon was not ruled out from consideration.

The field test group, NSRC panel 5, will present its report to the FCC on Oct. 28, Mr. Walker said.

Big Group ■ Largest business or professional gathering to be held in Los Angeles this year, Wescon registration topped the 15,000 mark by 4 p.m. of the opening day. It was expected to pass 35,000 by the end of its four-day stay in the sports arena.

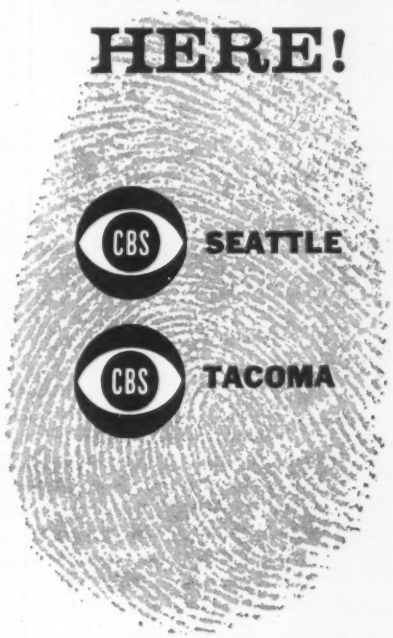
Here and in a specially built 56,000-square-foot annex, a total of 987 exhibits of electronic and related space-age equipment were on display, an all-time record. Even so, some 200 additional exhibitors had to be turned down for lack of space.

In six conference rooms, specially constructed in the "grandstand" areas of the arena, 210 scientists read papers and participated in discussions in 44 technical sessions, of which the stereophonic multiplex broadcast session was one. It was the only discussion devoted to broadcasting.

Five awards for industrial design excellence were presented to four California companies: Ampex Data Products Co., for its FR-600 magnetic tape recorder; Beckman Instruments (two awards), for its potentipmetric recorder and the 210 high-speed data processing system; Librascope Div. of General Precision, for it's RPC 4000 electronic computing system, and Eitel-McCullough, for the Eimac X762B power triode. Merit honors were awarded to 22 other design entries.

Scholarship awards were won by five students in the future engineers competition. Their experiments were ex-

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN BALTIMORE
... bigger than Cleveland and Louisville combined

You can't overlook a market of 1½ million prosperous people with $3 billion in Spendable Income. Such a market is the rich Puget Sound area blanketed by KTNT-TV, a CBS affiliate. Learn how and why this station has achieved such wide listener acceptance and popularity ...ask your WEED TELEVISION man for full details. Talk to him before you make promotional plans in the Pacific Northwest.

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

hibited at the Future Engineers Show at Wescon. They received scholarships ranging from $1,000 down to $200. Exhibits of 25 other young scientists earned for their creators $25 Defense Bonds.

Wescon, sponsored annually by the Los Angeles and San Francisco sections (comprising the 7th region) of the Institute of Radio Engineers and the Western Electronic Mfrs. Assn. is held each August, alternately in Los Angeles and San Francisco. Last year's Wescon in the Cow Palace in San Francisco, had an attendance of 31,300.

Technical topics

Direction finder ■ National Bureau of Standards has developed a special antenna which can pinpoint instantly the direction from which vhf forward scatter radio signals arrives. It can be adapted also for use in other ionospheric phenomena. The antenna scans a 42 degree azimuthal arc, with electric or mechanical moving parts. The new antenna is being used at NBS' Boulder Lab, aimed at the NBS field tsation in Havana, Ill. This is 800 miles. The Boulder antenna comprises a row of seven, five-element Yagi antennas. This is being increased to 25 to permit a beam width of 1.5 degrees.

Moving day ■ MacKenzie Electronics Inc. moved Aug. 15 from its old quarters at 145 W. Hazel St., Inglewood, Calif. to 1025 N. McCadden Place, Hollywood. New telephone is Hollywood 3-5186.

Louder, please ■ An automatic limiting amplifier capable of raising average radio broadcast program audibility has been developed by the Collins Radio Co., Cedar Rapids Div. Called the 26J-1 Auto-Level Limiting amplifier, the unit, Collins said, can extend coverage area of stations and produces automatic fades in addition to boosting average and low level program portions. The unit allows limiting action up to 30 db without noticeable effect other than bringing up the average listening level of the program, the company reported. Additional information can be obtained by writing to Collins' Cedar Rapids division.

Microwave signal source ■ The solid-state tunnel diode, one of the newest devices in electronics, has beeen adapted for producing microwave signals in a new, tunable tunnel-diode oscillator developed by engineers of the RCA Electron Tube Div. The diode, a semiconductor device, is combined with a microwave circuit to provide a new type of tunable signal-source component that can be designed to meet needs of radar, telemetry and satellite systems. The oscillator, which is now available on a sampling basis, is designated the RCA Developmental Type SS-100 and comes in a package approximately 6 by 3 by ⅝ inches in size, exclusive of tuning dial and connectors, and less than one pound in weight. Tunnel diodes for the application were developed through joint

Tv follows Echo I's progress

Television viewers across the nation "tracked" the communications satellite Echo I on their tv screens as the 10-story high balloon entered its third week in 1,000-mile-high orbit.

Aside from the millions who saw the satellite with the naked eye, tv stations fed pictures of the glowing orb as it swung across the skies. In two instances tracking was videotaped and played back to televiewers on 11 p.m. news shows:

On the third day of its transit, Echo was captured on tv by WROC-TV Rochester, N.Y. (see picture). Station technicians recorded on tape the path of Echo I over that city at 10 p.m., using a field camera equipped with the new RCA 4401, super-sensitive image orthicon camera tube.

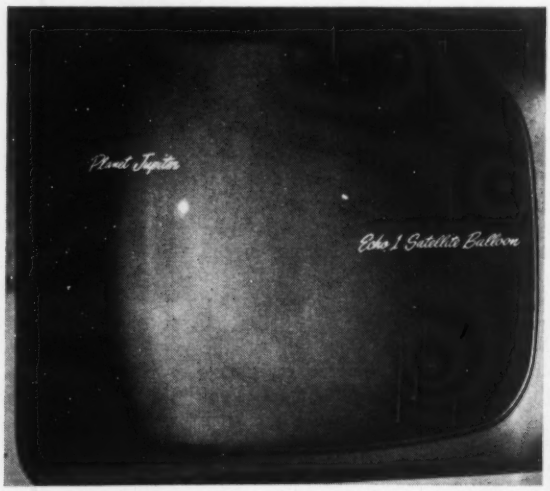
The recording was broadcast to area viewers on WROC-TV's *11th Hour News* program. It was also fed to the NBC-TV network during the *Huntley-Brinkley News* show.

The next night, Aug. 16, cameramen of WSYR-TV Syracuse, N.Y., shot the orbit on tape as it swung over the central New York area at 9:40 p.m. The tape was broadcast to Syracuse viewers on the station's *Late Nite News* at 11 p.m. the same evening.

Meanwhile, the National Aeronautics and Space Administration reported the successful trans-Atlantic relaying of a radio signal via the satellite. This took place Aug. 17 when a coded radio signal was transmitted by the Bell Labs. installation at Holmdel, N.J., and received in France. News of the transoceanic feat was made public by NASA last week.

On August 23, Bell Labs. bounced the first trans-Atlantic "radio program" from Echo I. This comprised voice messages describing the experiment and a recording of "America the Beautiful." The program was successfully picked up by an experimental station in England.

Critical Phase Approaching ■ Echo I entered a second critical period last week when for the first time it passed behind the earth's shadow into darkness that is calculated



to drop its temperature to minus 80°F. It went through its first serious problem the first week of orbit when it passed unscathed through a shower of micrometeorites.

Scientists figure that the sublimating gasses which keep the satellite in its spherical shape in sunlight (at 240°F.) may solidify when the balloon becomes cold. This would result in a serious collapse of the sphere which may or may not right itself when the balloon comes into sunlight again, it was pointed out.

The aluminized communications ball went into its first period of darkness last Wednesday. This lasted for two minutes. This sunless period will increase each pass from now on until December, NASA explained, when the darkness will cover some 30 minutes out of each 118-minute transit around the globe. For the following three months the periods of darkness will diminish.

Should the balloon become permanently misshapen, its value as a radio "mirror" may be seriously affected, it was pointed out.

efforts of RCA David Sarnoff Research Center, Princeton, N.J., and RCA Semiconductor & Materials Div., Somerville, N.J.

New record cutter ■ A portable disc recording and playback system, which can cut 6-inch to 13¼-inch master records instantaneously, has been introduced by the Rek-O-Kut Co., Corona, N.Y., manufacturer of high fidelity equipment. The unit, called the Imperial II, will cut master records at 33⅓ and 78 r.p.m. and comes with idler and adapter for 45 r.p.m. recording. Retail price: approximately $700.

GE expansion ■ A $2.8 million expansion program has been announced by General Electric's receiving tube department. Irvine D. Daniels, manager of the department, said the expansion would include a new warehouse building and a new cafeteria building to be constructed on G.E.'s 95-acre site near Owensboro, Ky. In addition, alterations will be made in the main Owensboro plant. G.E.'s receiving tube department employs about 7,600 people in seven cities.

TALK MERGER

3M may acquire drug firm Warner-Lambert

Minnesota Mining & Mfg. Co., already a giant in magnetic tapes, home recording systems and network ownership, may move into the proprietary pharmaceuticals field merging with a top broadcast advertiser.

That prospect was held out last week in a joint announcement of merger negotiations involving 3M and Warner-Lambert Pharmaceutical Co. Last year the two companies had a combined sales volume of nearly $700 million and earnings of nearly $80 million.

William L. McKnight and Elmer H. Bobst, board chairmen of 3M and Warner-Lambert, respectively stressed that further discussions and subsequent approval by their boards and stockholders would be necessary "before any combination can be reached." An exchange of stock would be involved.

Though Warner-Lambert had only one-third of sales volume and one-fourth of net income of 3M last year, the company is a $30 million advertiser, with perhaps $13 million in broadcast media ($10.6 million in spot, $2.3 million in network). 3M had worldwide volume of $500 million and net income of $63.5 million in 1959, compared with $190 million and $16.4 million for W-L.

Warner-Lambert's diversification extends to proprietary medicines (Listerine Antiseptic, Bromo-Seltzer, Super Anahist, Sloan's liniment, etc.), prescription pharmaceuticals and cosmetics and toiletries (Richard Hudnut, DuBarry and Sportsman lines). 3M recently acquired the Revere Camera Co. for $20 million, entering the home tape recorder field, and the Mutual radio network for $1.3 million (BROADCASTING, July 25, April 25).

Under tentative plans outlined last week, some phases of 3M research would be applied through chemical developments to medicine and pharmacy. W-L places research and marketing stress on the development and promotion of ethical and proprietary pharmaceuticals. Both companies are worldwide in production and distribution. Warner-Lambert would retain its own identity, and operating autonomy.

3M would issue a half share of its common stock, plus one share of special Class "A" voting stock for each share of W-L common stock. The purpose of the Class "A" stock would be to pay the W-L stockholder a dividend return from the combined company equal to what he probably would have received in 1960. Annual dividend on Class "A" will be $1.35 per share or, if the dividend paid on 3M common is reduced, a proportionate reduction. Class "A" would be convertible at any time into three-fifths of one 3M common share.

Warner-Lambert currently has about 5.26 million common shares outstanding and if all proposed Class "A" shares were converted, total number of 3M common would be approximately 5.78 million. 3M common has been trading at $70-75 in recent weeks.

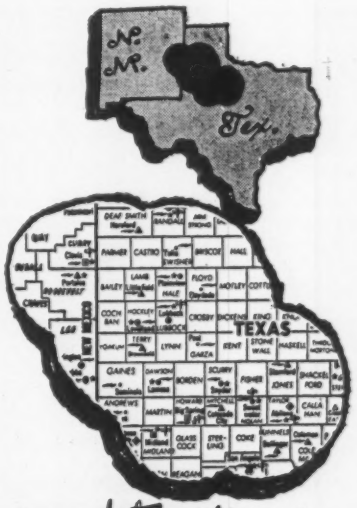
Reeves income up

Reeves Broadcast & Development Corp., Danbury, Conn., has reported a 15% increase in sales during the first half of 1960. Net sales totaled $2,894,000 compared with $2,498,000 in the same period of 1959. According to Hazard E. Reeves, president, the company realized special credits after taxes of $972,000 from the sale of 350,000 shares of Soundcraft's 453,441 share-holding in Cinerama Inc. The company also had a $19,000 profit on its sales volume as opposed to a $21,000 loss during the first six months of last year. Mr. Reeves said that June sales at the magnetic and recording products plant in Danbury were the highest in the company's history and he expects a continued climb in sales and operation profits during the last half of 1960. The company has also announced that two of its subsidiaries, Reeves Products Inc. and Reeves Sound Studios Inc., both located in New York, have been merged under the name of Reeves Sound Studios Inc. and will operate as a division of Reeves Broadcasting & Development Corp.

BIG

economical

COVERAGE



4 markets with 1 film, 1 purchase, 1 billing!

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

Mall in Miami

With city and county authorities cooperating, five blocks of Flagler St., Miami's main downtown shopping thorofare, were blocked off on Aug. 15 for a "Sale-A-Thon." The move tested a scheme to develop a mall in the center of the city. All promotion of the "Sale-A-Thon" was done on radio.

Murray Woroner, manager of WAME Miami, conceived the promotion and in league with executives of WGBS and WQAM, worked out the over-all approach. The streets were roped off at 9 a.m. Soft-drink booths were set up with drinks going at half-price. (One stand reportedly sold 4,900 drinks in 12 hours.) Model shows, and auctions of merchandise were held during the day with dances in the evening until 9 p.m. when the stores closed. Extensive spot schedules were run on the three stations as well as some spots on Miami's Spanish-language WMIE announcing the bargains of that day, the events and the idea of a permanent mall. More than 200,000 people jammed the area. Over 25 retail stores enthusiastically praised the successful promotion and the Downtown Business Council presented Mr. Woroner with a citation.

A 'cool' promotion

For the second year, KXOK St. Louis, Mo., has staged a "cool" promotion in the form of a 20-ton pyramid of ice that finally melted after five days. Listeners were invited to submit guesses as to the exact moment the ice would completely melt. The task was complicated by the alternate 300 lb. blocks of ice with cans of 7-Up frozen in.

The station reported that over 5,000 listeners sent in entries, trying to guess the exact moment (day, hour, minute) when the ice would melt.

TIME SALESMAN
IDENTIFICATION CARD
BILL MORGAN
RADIO TIME BUYERS... Note name and purpose. This man is stalking Madison Avenue to give you the BEST radio buy on the nation's Highest rated group...
...the McLendon stations!
KABL SAN FRANCISCO
WYSL BUFFALO
KILT HOUSTON
KLIF DALLAS
WAKY LOUISVILLE
KTSA SAN ANTONIO
KEEL SHREVEPORT

Double take ■ Riders in some 750 New York taxicabs, particularly Madison Avenue fares, looked twice last week at this card posted in the back of cabs. Time salesman Bill Morgan is identified as a "Commercial Operator" and all timebuyers are alerted to be on the lookout.

C. L. Thomas, vice president of KXOK and Jack Elliott, program director, described the final moments of the iceberg from the site—the front lawn of the station.

KIRO's 'derelict'

On Aug. 31, Jim French, air personality of KIRO Seattle, will be cast adrift upon a sea of troubles. Although his small pleasure craft will be equipped with all safety equipment, Mr. French will not use power once he is cast adrift in Puget Sound to simulate actual boating conditions after power failure and the importance of proper equipment. He will broadcast part of his adventures from the "derelict" and release bottles with messages submitted by listeners. The first bottle recovered and the one turned in within 30 days at the place farthest from Seattle will win prizes for the message-writers. In addition listeners are competing for prizes to the one who can estimate most closely the amount of time elapsed from casting off until Mr. French comes to shore and the place he'll land.

RAB's 'comebacks'

There is no need for a radio salesman to turn heel or offer agreement the next time a prospect frowns and says, for example, "We don't need to advertise—everybody in town knows us. Why should we waste the money?" Radio Advertising Bureau has instituted in its "Local Radio Salesman" newsletter a conversational "stopper service" designed to erase frowns with pleased expressions. To answer the question, RAB suggests (after taking a poll of objections and comebacks among member stations) that the salesman reply with a gambit: Everybody knows Kennedy and Nixon, too, but they're both advertising and campaigning in all 50 states. The reason? Competition. As long as you don't have a monopoly on every customer in town, you need to advertise."

Future newsletter editions will answer such negative attitudes as: "My budget's already spent;" "We're doing all the business we want right now," and "I tried radio five years ago."

No help for burglars

KELP El Paso, Tex., has provided listeners with an anti-burglar plan which it claims will give listeners peace of mind while vacationing. Vacationers are reminded to inform the police they will be out of town and to stop milk and newspaper deliveries—then, instead of leaving the lights on (the old-fashioned way, according to KELP), leave the radio going, tuned to KELP, naturally, since that is the only fulltime outlet in the area. Each week the station pays the listener who wanders farthest afield, giving him a check for $9.20 (KELP operates on 920 kc). This more than pays for the electricity, the station says.

Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

For the curious

People are curious about tv. Acting on this premise, WCBS-TV New York is promoting viewership with a new Sunday half-hour, *This Is WCBS-TV*.

Personalities from the regular show lineup take viewers on a behind-the-scenes tour each Sunday afternoon (4-4:30 p.m. EDT), introducing people who put shows on the air and showing how they do it. Frank J. Shakespeare Jr., vice president and general manager of WCBS-TV, explained it as "our own people-to-people program" when he appeared on the first one Aug. 21. Others on the debut were weather reporter Carol Reed, who was hostess; Herb Gardner at the Videotape Center showing how tv tape works; Hunt Rylander, chief effects director, who showed how to turn a studio into a Hawaiian scene with wind, surf, beach and mountains, and John Pokorski of the CBS sport department, who showed how problems of the winter Olympic coverage were handled.

Other installments of *This Is WCBS-TV* will include visits with administrative and production personnel, tours of the film department, program department and other points. Robert Goodman is director and John Mosedale writer of the show, produced by WCBS-TV's public affairs department.

Matching funds

Joining in the campaign to raise $156,000 by public subscription for the San Francisco Actors' Workshop (which must be raised by Labor Day or a similar sum from the Ford Foundation will be forfeited), KGO-TV San Francisco presented an all-star benefit broadcast last Saturday (Aug. 27) at 11 p.m.-midnight. Vivien Leigh, Bob Newhart, the Gateway Singers, Ronnie Schell, Mabel Mercer, George Cerruti and his orchestra, Vernon Alley were among those agreeing to appear by early last week. Mayor George Christopher and other civic leaders were also scheduled to appear on the broadcast, during which telephone pledges were to be solicited from the viewing public.

Monkey mike

A historic WGN Chicago microphone, used originally in exclusive station coverage of the Scopes evolution (monkey) trial in 1925, will be part of an exhibit commemorating the 40th anniversary of radio broadcasting. A request came from the Cousley Collections, New York, for display by the Dry Dock Savings Bank and other financial institutions from mid-August to Jan. 1. Historic relics supplied by other pioneer radio stations will also be exhibited. The microphone was lent in 1955 to the producers of "Inherit the Wind," a play based on the Scopes trial, for its Broadway and Chicago runs.

■ Drumbeats

Bells are ringing ■ WIND Chicago launched its extensive, annual "back to school" campaign Aug. 21 with a heavy schedule of spot announcements, a contest and other activities beamed at teenagers. The campaign, built around the slogan, "start school, when school starts," was announced by Ralph L. Atlass, vice president in charge of the Westinghouse Broadcasting Co. station. The drive was officially kicked off with an air editorial by Gordon Davis, WIND general manager, and keynoted with a proclamation by Chicago Mayor Richard J. Daley. Recorded announcements by entertainment, business and civic leaders are being supplemented with live spots by station's staff members. The contest will run through Aug. 31, with first prize of $100, and the campaign through Sept. 4.

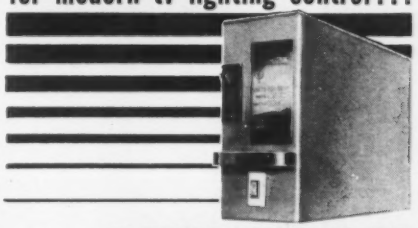
Keeping posted ■ *The Saturday Evening Post* launched in its Aug. 27 issue the first of a series of audience-promotion advertisements backing up Independent Television Corp.'s new general drama series, *Best of the Post*. It was estimated that the first ad, which was a double page, Select-A-Market regional ad, will be read by over 13 million readers representing 54.28% of the total circulation and including almost all of the states east of the Mississippi River as well as Canada and the Post's entire foreign circulation. ITC reports that the series has been purchased for 71 markets during the first three weeks of selling.

Radio binge ■ Crediting radio for past merchandising success, Floyd Bennett's newest discount chain store in Patchogue, Long Island, will be promoted and advertised during the period from Aug. 29 till Sept. 3 on 10 New York area radio stations. Participating in a spree of over 49 hours of remote broadcast time during the grand opening celebration will be: WABC, WINS and WMCA, all New York; WPAC and WALK, both Patchogue; WGBB Freeport; WGSM Huntington; WBAB and WGLI, both Babylon, and WBIC Islip.

'Heartbeat of the Corn Country' ■ A special 26-page supplement was published Aug. 12 by the Shenandoah (Iowa) *Evening Sentinel*, saluting the 35th anniversary of May Broadcasting Co.'s KMA there. The supplement paid tribute to the late Earl May, station founder; his son, Edward, now president of May Broadcasting Co. (owned by May Seed & Nursery Co.); Owen Saddler, executive vice president and general manager of May, and other station executives and personnel. Additionally, several advertisers took space to salute the station, which was founded on Aug. 12, 1925, and now operates with 5 kw on 960 kc. May Broadcasting also owns and operates KMTV (TV) Omaha (75%) and owns 48.86% of KFAB Omaha. The station celebrated its anniversary with festivities of its own.

To the future ■ Celebrating its 40th anniversary next month, KNX Los Angeles will not look back to September 1920, when Fred Christian built a five-watt transmitter, installed it in a back bedroom of his Hollywood home and began broadcasting recorded music. Instead, 50 kw KNX is preparing a 40-year look into the future, to the year 2,000, with some 50 vignettes, based on the best opinions of leaders in science, literature and the arts, to be broadcast during the week of Sept. 19-24. As Fred Ruegg, CBS Radio vice

for modern tv lighting control...



it's the **LUMITRON**
C•J•R ELECTRONIC DIMMER

There is none finer!

Today's most advanced, most reliable power amplifier is the all-electronic **C•J•R** Dimmer by **LUMITRON** . . . the first name in theatrical lighting since 1892. Employing the solid-state silicon controlled rectifier, the **C•J•R** is a dramatic step forward in the Art of Lighting . . . an advancement you should not overlook.

Whether supplied with the completely automatic **LUMITRON Auto•Punch** infinite preset system or a multi-scene manual preset system, you can depend on the **C•J•R** to outperform any other.

FEATURES . . .

- Small size—4" W x 8" H x 16" D. Light weight—under 10 pounds.
- No warm-up, no cooling, no tube replacement, no maintenance required.
- Only milliamps of signal current required.
- Uniform control of all loads.
- All capacities available up to 12 KW.
- Noiseless operation . . . install anywhere.
- Needs only telephone-type wiring for remote operation.
- Modular plug-in design for future expansion.

Whatever your TV lighting needs . . . consult LUMITRON today. WRITE FOR INFORMATION.

METROPOLITAN
LUMITRON
Division of METROPOLITAN ELECTRIC MFG. CO.
2252 STEINWAY ST. • L. I. C. 5, N.Y. • AS 8-3200

Multiplication—KDKA style

If there's one thing better than a good old promotion, it might be an old promotion multiplied a dozenfold. At least that's one moral to be drawn from the experience of KDKA-AM-FM-TV Pittsburgh this year after the annual baseball game between the broadcasting staff and a newspaper-recruited team.

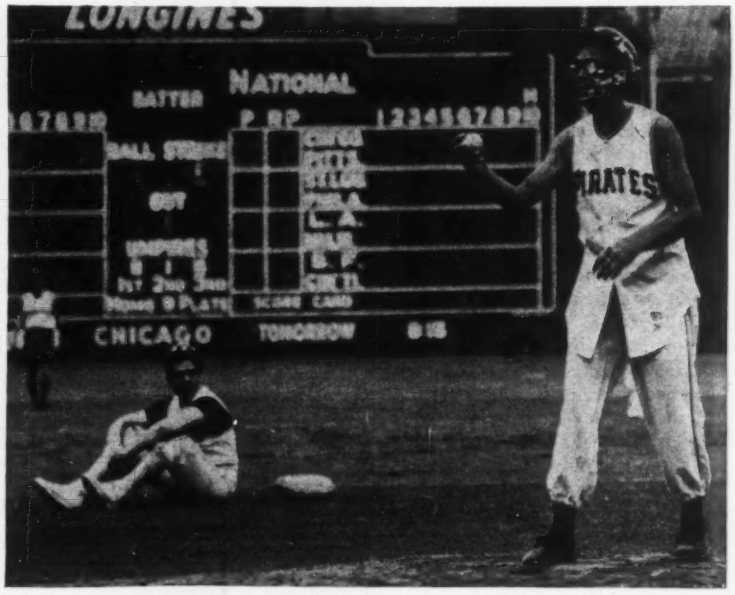
For the contest this year the Westinghouse Broadcasting Co. stations in Pittsburgh got 12 area publishers to cooperate an 11-paper expansion of the old plan. The players got pie in the face, but the promoters got a four-week ride in the local papers and space in as many major out-of-town newspapers, KDKA-TV reported last week when the clipping was done.

The game was played Aug. 9 to a crowd of 26,000 immediately preceding a Pittsburgh Pirates-Chicago Cubs contest at Forbes Field. Opposing the radio-tv personalities was a team of 10 to 16-year olds selected in contests the previous four weeks by area papers. (In past years the KDKA players challenged the editorial staff of a single newspaper.)

Inducements offered the youngsters were autographed baseballs from the Pirates, a chance to meet the stars in the Pirates' dressing room and dinner with parents, newspaper sponsors and the opposing team before the game.

Once on the field, the "Junior All-Stars" brought out a bag of tricks KDKA says were copied from the scripts of previous contests in the annual series: custard pies, seltzer water and white-painted peaches aimed at the opponents.

The score was disputed, but umpire Nellie King, former Pirate pitcher, called it in favor of the juniors 2-1. It was a 30-minute match.



Pie in his eye ■ One reason for KDKA's defeat by youngsters was the pie the opposition pitched at pitcher Carl Ide, KDKA-TV newscaster. Another was a playing style demonstrated by radio disc jockey Clarke Race, shown at left sitting down on the second-base job.

president and general manager of KNX said in announcing the anniversary program, "The years during which KNX Radio grew to its present position of importance need not be relived to be remembered."

Fm promo from NAB ■ Spot announcements extolling the merits of fm radio have been distributed by NAB to fm members. The spots, nine in all, range from 10 to 60 seconds and are the 13th unit in a series of build-radio-on-the-air promotion aids carried out by John Couric, NAB public relations manager. Mr. Couric is analyzing results of a questionnaire survey designed to find the types of build-radio announcements members desire.

More bounce ■ KECK Odessa, Tex., sponsored a bouncing contest for its disc jockeys, postulating a sequence of bounces each had to complete. While a d.j. was bouncing on a trampoline at one end of town, another one competed on a different trampoline on the other. The progress of each was reported over KECK. After three furious hours of competition, one emerged the victor and was treated to a steak dinner by the loser, who was paying the forfeit of serving as a car-hop at a local drive-in.

Heavy mail ■ After a fire destroyed its mailing list, KCFM (FM) St. Louis asked listeners to send in cards with their names and addresses. In return the station sent them cigarette lighters. In the 10-day campaign some 2,200 cards were submitted, bearing the desired information. The station points out that the drive was during the political conventions and while ball games were being played, which might have been expected to draw listeners away from a good music station.

Fall shopping ■ WCAU-TV Philadelphia will begin promoting its "Fall Film Festival" on Sept. 11, by exploiting the traffic of people through the Quaker City's shopping centers. The outlet has effected a tie-up with 16 centers in its coverage area, including eastern Pennsylvania, southern New Jersey and Delaware. Posters in the windows of 450 stores, reportedly reaching more than 2 million people each week, will herald the coming of the festival.

'Prize Wagon Party'

Prizes for viewers mount with avalanche fury in the Prize Wagon Party promotion of KLFY-TV Lafayette, La. Thirty-six prizes are given away each week with a grand prize donated at the end of the 13-week cycle—a Volkswagen station wagon.

Customers register their names and addresses in prize boxes placed in stores of 35 local merchants. Each Friday the boxes are collected and at 10:05 p.m. each Friday night a drawing is held on the air. The winner from each box is awarded his choice of a portable stereo phonograph or a gas light, for example. Prizes are rotated each week. After the 35 names are drawn and winners announced, all the names from the boxes, including winners, go into a giant drum. The winner of this drawing gets his choice of a 23-inch console tv set, a washer-dryer, a two-ton air conditioner or a 25-horsepower outboard motor. An even larger drum accommodates all names submitted during the 13-week period; one of them is chosen for the Volkswagen. KLFY-TV reports big listener excitement.

FATES & FORTUNES

Broadcast Advertising

MISS SEIDENBERG

MR. BROUN

Saul M. Broun, president and owner of Sterling Adv., N.Y., joins Kastor Hilton Chesley Clifford & Atherton, that city, as senior vp and member of plans board, effective Sept. 1. Mr. Broun will supervise accounts formerly serviced by Sterling, as well as other Kastor Hilton clients in fashion and textile industries. **Beryl Seidenberg,** chief radio-tv timebuyer at KHCC&A, elected vp.

Edward A. Gumpert, vp and chairman of marketing plans board at Geyer, Morey, Madden & Ballard, N.Y., elected member of board of directors.

Thomas J. Maloney, formerly of Brown & Butcher, N.Y., joins Hicks & Greist, that city, as director, stockholder and chairman of executive committee.

G. Gregory Sherry promoted from vp to executive vp at Grant Adv. Inc., Chicago, and continues as account supervisor.

Harry Bressler, previously vp and creative supervisor at Ted Bates & Co., N.Y., joins Leo Burnett Co. as vp and tv copy director in tv commercial department. Previously he was with Doherty, Clifford, Steers and Shenfield and McCann-Erickson, both N.Y. **Scott Young,** formerly head of video tape recording operations at WBBM-TV Chicago, to Burnett as broadcast program supervisor.

John Mitchell Sanchez, formerly of Mogul, Williams & Saylor, N.Y., joins Weiss & Geller, that city, as vp and director of art.

Pierre Garai, Thomas Batman and William Casey join Ogilvy, Benson & Mather, N.Y., as copy supervisors. Mr. Garai formerly was copywriter with J. Walter Thompson and Ted Bates, N.Y., and Needham, Louis & Brorby, Chicago. Mr. Batman comes from C.J. LaRoche, N.Y., where he was creative director. Previously he had been with Cunningham & Walsh as creative director on all Texaco copy; copy supervisor on Esso and Esso research at McCann-Erickson, N.Y., and creative director at M-E, Chicago. Mr. Casey had been a copywriter and art director on White Owl Cigars, as well as member of special projects group at Young & Rubicam, N.Y.

Dennis Clark, formerly of Wade Adv., Chicago, joins Kenyon & Eckhardt, Los Angeles, as account executive on Max Factor. **Michael Ben-Dror,** account executive on Max Factor, promoted to senior account executive. **Elizabeth Harris,** formerly supervisor of audience measurement division at NBC-TV, joins Kenyon & Eckhardt, N.Y., as senior media research analyst.

Richard I. Ide, formerly with Cunningham & Walsh, N.Y., joins Allston, Smith & Sample, Greenwich, Conn., as account executive and assistant to president.

Allen Tolchard, formerly copy supervisor at Morse International, N.Y., joins Maxon, Inc., that city, as senior copywriter and acting supervisor of copy department.

MR. HAY

Graham Hay, timebuyer, at Compton Adv., N.Y., promoted to head timebuyer. Mr. Hay joined agency as assistant buyer in 1952 and year later was advanced to timebuyer. As head timebuyer he succeeds **Robert Liddel** who was promoted to associate media position. (WEEK'S HEADLINER, Aug. 15).

Rudy H. Behlmer, formerly West Coast director of tv and radio for Grant Adv., L. A., named executive producer in charge of all live and video tape programmed commercial production and development for KCOP (TV) Los Angeles, **Mary Warren,** Program director and administrative head of program department, assumes added responsibility for coordinating film purchasing and program office procedures at KPTV (TV) Portland, Ore., and KFJZ-TV Fort Worth, all NAFI Corp. stations.

Joseph W. Durber, formerly new products brand manager at Colgate-Palmolive Co., N.Y., joins Best Foods, division of Corn Products Sales Co., that city, as product manager.

Edward J. Montagne rejoins William Esty Co.'s Hollywood office as program consultant. Mr. Montagne, with Esty from 1950-1954, formerly was producer at CBS-TV.

William R. Kuhns, Robert F. McCuddy and **Edgar C. Cook Jr.** appointed copywriters at Aubrey, Finlay, Marley & Hodgson, Chicago.

Robert G. Stake, formerly with H.E.

The Man On The Spot To Get News

Is The Man With...

MINITAPE M-9

battery operated, portable magnetic tape recorder.

*TM REG

- full transistorized
- weighs only 13 lbs.
- automatic gain control
- 4 hrs. continuous recording
- lifetime battery
- flat to 10,000 cycles

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Top network quality comparable to finest AC units even under "impossible" field conditions. Used by over 1,000 radio stations. Write for information.

Cables Address: STANHOFF

STANCIL-HOFFMAN

921 N. Highland Ave. Hollywood 38, Calif.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifying for membership in Audit Bureau of Circulations and Associated Business Publications

WHIP THE HAZARD OF

LIBEL, SLANDER, INVASION OF PRIVACY, PIRACY, VIOLATION OF COPYRIGHT

WITH 1) Good Practices
2) Good Care
3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!

For details and rates, write

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York 17 William St. Chicago 175 W. Jackson St. San Francisco 100 Bush St.

Westmoreland, Duluth, Minn., advertising and pr firm, joins McCutcheon & Patton Adv., Phoenix, Ariz., as account executive.

William J. Gillilan, vp and director of marketing at Ketchum, MacLeod & Grove, Pittsburgh, appointed director of advertising service.

Mrs. Frances Banister joins Tracy-Locke Co., Dallas, as associate media director in budgets and plans division. **Mrs. Patsy Lytel** named associate media director of contract division.

Hamilton Howard, formerly with Allen & Reynolds, Omaha, Neb., advertising agency, to Wright, Campbell & Suitt, Chicago, as creative director.

John E. Lynge, formerly pr director of Smith, Hagel & Knudsen, N.Y., joins Ellington & Co., that city, as assistant pr director.

Veri Servi joins pr staff of Kennedy/Walker, Beverly Hills, Calif.

Dick Doty named pr director of Miller, Bacon, Avrutis & Simons, Miami advertising agency.

The Media

MR. WILLIAMS

Edwin Moss Williams appointed vp in charge of station relations for WCRO Johnstown, Pa. Mr. Williams formerly was vp of United Press (now UPI). He also was information consultant to Economic Cooperation Administration.

Les Leslie, formerly program director of KVEC San Luis Obispo, to KNEZ Lompoc as general manager, succeeding **Tom Wallace Jr.** who becomes general manager of KGEE Bakersfield, all California.

Dave Wagenvoord named general manager of WWOM New Orleans. **Ken Karlton,** formerly announcer at WTIX, that city, named program director at WWOM.

Patrick B. Raymond, account executive at KCMJ Palm Springs, Calif., promoted to general manager.

MR. NICHOLS

William E. Nichols appointed station manager of KYA-AM-FM San Francisco. He formerly was general manager of KFRC, that city. He also was general sales manager of KFRC. Previously, he was with KROY Sacramento, Calif.

Frank Telford, director of program development for NBC-TV's west coast division, named to head new program development committee. Others on committee are: **Lillie Messinger,** program and talent development executive; **Fenton Coe,** director of film production; and **Jack Emanuel,** executive story editor.

Roy E. Nilson, operations manager of WLCY Tampa-St. Petersburg, assumes additional position as operations manager of WQTY (formerly WTTT) Jacksonville, Fla. Both are Rahall stations. **Dick Allen** named program coordinator of WLCY. An earlier item (BROADCASTING, Aug. 22) was not clear in its identification of Mr. Nilson's position.

Sidney S. Spaner appointed sales manager of KRAK Stockton, Calif. Formerly, he was sales manager of National Adv. Productions, San Francisco theater promotion and advertising firm.

David J. Blackstead appointed operations manager of KXJB (TV) Valley City and KXGO-TV Fargo, both North Dakota. Other changes: **James R. McGuire,** commercial manager; **Norman H. Larson,** production manager; **William D. Brouse,** promotion and merchandising manager, all for KXJB and KXGO-TV. **Clyde Olsen** appointed sales manager for KXGO Radio.

Henry H. Mamet, executive director of Chicago Board of Rabbis Broadcasting Commission, elected to board of directors of National Assn. for Better Radio & Television (NAFBRAT).

Edward D. Taddei, formerly owner-president of WHCT (TV) Hartford, Conn., appointed general manager in operational realignment following purchase of station by RKO General to conduct three year $10 million subscription tv test (BROADCASTING, April 4). **C. Donald Woodman Jr.** continues as film manager and **Lillian Hackman,** formerly with WEAT-TV West Palm Beach, Fla., becomes controller.

Adam Waran appointed sales manager of Cameron Broadcasting Co. which operates KDES Palm Springs, Calif.

Ralph Hess Jr. appointed sales manager of WDVA Danville, Va. He was promotion manager and account executive at WDVA from 1953-1959.

Mel Gaumer, announcer and account executive at KOOL-AM-FM Phoenix, Ariz., promoted to program director. He has been in broadcasting since 1936.

MR. DAGGETT

Parker R. Daggett, formerly general sales manager of WRIT Milwaukee, to KBOX Dallas as general manager. Both are Balaban stations. Before joining WRIT, Mr. Daggett was sales manager for Miller Brewing Co.

Walter P. Baker, formerly of WLOF-TV Orlando, Fla., joins WTVH (TV) Peoria, Ill., as program and production director.

Jim Backlin, special services director at KFYR-TV Bismarck, N.D., named program director of KFYR, succeeding **Stanley Wilson.**

Jim O'Neill joins KSTN Stockton, Calif., as program director. **Paul Gregory** becomes news editor and **Jerry Teal** air personality.

Joe Grady, formerly tv producer and air personality in Philadelphia area, rejoins WHAT, that city, as operations manager. He had been at WHAT in 1936, his first year in broadcasting, as part-time announcer.

Armand A. Lartigue, assistant to business manager of WCBS-TV New York, named business manager.

John J. McCrory, account executive with CBS Tv Spot Sales, Chicago, transfers to New York office.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Realignments at CBS News

CBS News has realigned its operation, with changes in three executive posts. In the change-over, **Sam Zelman,** a general news executive, has been named director of tv news, replacing **Malcolm Johnson,** who has been appointed coordinator of election coverage. **Bill Crawford** has been named managing editor, succeeding **James Burke,** who has been moved into a news editor's classification and **Frank Donghi** has been succeeded as assignments editor by **Ralph Pasman.** Mr. Donghi has been named as assignment expediter. In the realignment, under Mr. Zelman's direction, Mr. Pasman will be in charge of collecting the news and Mr. Crawford in preparing it for use on the air. Previously, Mr. Burke had responsibility for both collecting and preparing the news with Mr. Donghi serving as his assistant in charge of assigning coverage.

MR. O'LEARY

Richard A. O'Leary, assistant sales manager at KABC-TV Los Angeles, promoted to sales manager, effective Sept. 1. He succeeds Elton H. Rule, now general manager of KABC-TV (BROADCASTING, Aug. 8.

Jack M. Duffield, local salesman at KTTV (TV) Los Angeles, appointed to national sales staff, specializing in servicing advertisers and agencies in New York area.

Dean J. Poucher joins sales staff of WIS-TV Columbia, S.C. He previously was with WTAN Clearwater, Fla.

George W. (Woody) Sloan Jr. joins sales staff of WTIC-TV Hartford, Conn. He had been with sales staff of Ziv-United Artists.

MR. HINE

Donald M. Hine named director of programming and public affairs for Transcontinent Television Corp. (WROC-FM-TV Rochester, WGR-AM-FM-TV Buffalo, both New York; WNEP-TV Scranton-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.; WDAF-AM-FM-TV Kansas City). Mr. Hine previously was program manager of KNXT (TV) and CBS-TV Pacific Network.

Dean B. Shaw joins WKYN San Juan, Puerto Rico, as production manager. **William L. Shaw** named chief announcer.

George M. (Buddy) Rutledge appointed sports director of WAPI Birmingham, Ala. He will handle play-by-play of Auburn Tigers football games.

MR. BEGUE

John Begue, in various programming and sales positions with WICS-TV Springfield, promoted to station manager of WICFD-TV Danville, both Illinois. Facilities are owned by Plains Television Corp. Mr. Begue, veteran of 18 years in broadcasting, has been with WICS-TV since it came on air in 1953.

Gordon French, national sales representative of KNXT (TV) Los Angeles, and **Robert S. Cochran,** sales service manager, promoted to account executives. **Robert L. Nelson,** assistant director of research and sales promotion, appointed sales research manager for station and CBS-TV Pacific Network. **Ron Gleason,** formerly assistant sales promotion manager at KCBS San Francisco, joins KNXT-CTPN research and sales promotion department as assistant to Mr. Nelson.

Bill Daniels, Denver, and **Fred Stevenson,** Fayetteville, Ark,. named members at large of executive committee of National Community Television Assn. Appointments were made by NCTA President Sandford Randolph, Clarksburg, W. Va. NCTA executive committee comprises officers and two members at large named by president.

Olin Morris, formerly of WATE (TV) Knoxville, Tenn., joins WPTA (TV) Fort Wayne, Ind., as news director.

Dick Stambaugh, formerly air personality at WBIL Leesburg, Va., to WLCY St. Petersburg, Fla., as news director and air personality.

Bill Finley, formerly with WPCA-TV Philadelphia, to WDAS-FM. there.

Donald Macfarlane, salesman at WVIP Mt. Kisco, N.Y., named sales manager.

MR. KOMITO

Milton Komito, formerly general manager of WTAP-AM-TV Parkersburg, W. Va., to WCKR-AM-TV Miami as general sales manager. Previously, he was program manager for WAKR-TV Akron, and in sales at WHIZ-TV Zanesville, both Ohio.

Thomas Holmquist, news director of KBUR Burlington, Iowa, assumes additional duties as sales representative. **Richard Pratz** joins KBUR's news staff.

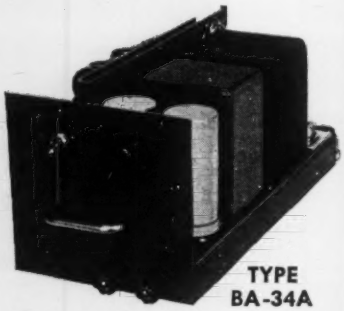
Bernie Herman joins WFBM Indianapolis as air personality. He formerly was at WIRE, that city.

Neil Horrigan joins WDRC Hartford, Conn., as account executive.

Programming

Andrew M. Griffin, member of sales staff of Bill Burrud Productions, Hollywood, appointed vp in charge of sales of Wiljon Corp., new subsidiary formed to coordinate local sales and sponsors with production of new daytime *Bill Burrud Show*. **Gene McCabe** is Wil-

NEWEST IN A COMPLETE LINE OF RCA TRANSISTORIZED AMPLIFIERS



TYPE BA-34A

10-WATT

MONITOR AMPLIFIER

requires only half the space— 30% of power

Here's a compact monitor amplifier with overall performance equal to earlier models, twice the size. Full 10 watts output with excellent frequency response and very low distortion. High-gain permits operating from output of low-level microphones. Plug-in mounting. Standard input and output terminations.

Write to RCA, Dept. XE-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

jon's vp for production; **Sally Sedgwick** is secretary-treasurer. Wiljon will operate for both sponsor and/or agency without fee by helping to produce commercials and promotional campaigns as new approach.

William J. McCauley, formerly NBC TeleSales special projects coordinator, named sales account executive at Videotape Center, N.Y.

Phil Conway, with MCA-TV's Cleveland office, transfers to N.Y. as account executive for New York and New England.

Kenneth Daniels, formerly of Warner Bros. tv commercial sales, joins MGM-TV commercial and industrial film department, as west coast sales representative.

Frank Beatty named Miami newspictures bureau manager for United Press International, filling vacancy created by death of **Mike Ackerman** earlier this month.

Robert D. Graff, formerly producer of *Wisdom* series and specials, NBC-TV, appointed executive producer of ABC-TV's Winston Churchill series (*Churchill Memoirs*), which debuts Nov. 27 (Sun., 10:30-11 p.m.). He replaces **Edgar Peterson,** who resigned last week to undertake independent project.

Michael H. Franklin resigns as executive director of Writers Guild of America West, but continues in post until successor is named.

Equipment & Eng'ring

Frederic H.C. Wise, treasurer of Birmingham Sound Reproducers (USA) Ltd., College Point, N.Y., elected chairman. **Donald G. Clarke** named president.

Donald W. Gunn, vp—sales for Sylvania Electronic Tubes Div., N.Y., named regional vp of Sylvania Electric Products Corp.

Seymour Mintz appointed vp and general sales manager of Capehart Corp., Richmond Hills, N.Y. He formerly was president of manufacturing division of CBS.

Maury I. Marks, formerly senior electronic engineer at International Resistance Co., Philadelphia, joins Hill Electronics, Mechanicsburg, Pa., as senior systems engineer.

Thomas J. Kelley promoted to assistant director of International services for Raytheon Co., Waltham, Mass. For past six years, he has been in various management capacities for Raytheon's International activities. **Kenneth E. Glover** joins Raytheon's Commercial Apparatus and Systems Div. as manager of new business development.

Jess E. Dines, formerly of Thomas Electronics, Passaic, N.J., joins Foto-Video Electronics, Los Angeles, as manager of west coast engineering office.

Fred H. Nolke joins Page Communications, Washington, D.C., as assistant director of telecommunications. **Robert I. Barry** named assistant director of construction and installation for technical documentation.

Leroy Friedman, formerly manager of technical operations at Columbia records, N.Y., named director of national manufacturing and engineering quality control; **Robert McColgin,** formerly director of national quality control, becomes manager of manufacturing and engineering services.

John J. Paris, formerly of WTVW (TV) Evansville, Ind., named promotion manager of Columbia Record Distributors Inc., Cincinnati branch.

Joseph G. Poppe appointed district manager of distributor sales for CBS Electronics, Danvers, Mass., and will headquarter in Detroit.

Lawrence T. Lopina, previously department head of corporate accounting at Motorola-Chicago Co., appointed comptroller. He has been with Motorola since 1953.

Allied fields

Paul E. Menneg, formerly vp of client services at Communications Counselors, N.Y. (pr affiliate of Mc-

RCA changes

RCA Victor Distributing Corp. announces realignment of executive personnel involving the following transfers: **A.D. Keyes,** manager in Wichita, Kan., to merchandising manager in Chicago, reporting to J.A. Curl, vp in charge of branch; **W.J. Walsh,** from manager of marketing development and sales services in Chicago general office to Wichita manager; **E.E. Hart,** from vp of Kansas City branch to Davenport, Iowa, in similar capacity; **L.A. Baumgartner,** from vp in Davenport to Buffalo in similar capacity, and **A. W. Sayers,** vp in Buffalo to Kansas City in similar capacity. The changes are effective Sept. 1. Other changes: **Emmett B. Dunn** named director of budgets and planning and **C. Wesley Michaels** appointed manager of planning and market research for RCA's industrial electronics products.

Cann-Erickson), named executive director, N.Y. office of Rogers & Cowan, national pr firm.

Freddie Fields, vp and member of board of MCA, resigns to form his own tv, theatrical and business management firm.

David C. Stewart named executive director of Joint Council on Educational Tv, Washington, D.C. Mr. Stewart served for last four years as assistant director under Ralph Steetle who resigned to join administrative staff of Oregon State Board of Higher Education.

Deaths

George C. Wiswell, 66, chairman of board of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, died Aug. 21 following long illness. CWSC&M merged with Grant Adv., N.Y. last week (BROADCASTING, Aug. 22).

Glen R. Glenn, 52, president of Glen Glenn Sound Equipment Co., Hollywood, was killed Aug. 21 in auto accident in New Brunswick, Canada.

William E. Richardson, 84, vp and co-founder of Henry Quednau Adv., Tampa, Fla., died Aug. 21 in Glen Ridge, N.J.

Travis Wells Jr., 56, advertising consultant for Roosevelt Hotel, N.Y., and specialist in copywriting, radio production and direction, died Aug. 22 of heart attack in N.Y.

Carlton R. Moore, veteran entertainer with WEEI Boston, died Aug. 18 following short illness. He had been in radio for 22 years and before that he was song plugger for Waterson, Berlin & Snyder, Boston.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 18 through August 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATION

Richland, Wash.—Columbia Empire Bcstg. Corp. uhf ch. 25 (536-542 mc); ERP 19.86 kw vis., 10.715 kw aur.; ant. height above average terrain 1271 ft., above ground 142 ft. Estimated construction cost $64,838, first year operating cost $90,000 revenue $102,000. Post Office address 23 S. First St., Yakima, Wash. Studio and trans. location 7 miles south of Kennewick, Wash. Geographic coordinates 46° 06′ 11″ N. Lat., 119° 07′ 47″ W. Long. Transmitter RCA TTU1B, antenna TFU-21DL. Legal counsel Haley, Wollenberg & Bader, Washington, D.C. Consulting engineer Warren C. Brown, Yakima, Wash. Principals include **Hugh E. Davis,** 26.92%, **Weed Tv Corp. (Joseph J. Weed),** 23.08%, **Leo L. Lyon,** 21.54%, and others. Messrs. Lyon and Davis are employes of KNDO Yakima. Ann. Aug. 23.

Existing Tv Stations

ACTION BY FCC

***KETC (TV) St. Louis, Mo.**—Waived mileage separation requirement of sec. 3.610(b) and granted application to change trans. site from 5031 Berthold Ave. to Boatmans Bank Bldg. at Olive and Broadway Sts.; conditioned that permittee accepts any electrical interference which may result from operation of tv station operating on ch. *9 in Evansville, Ind., with trans. and ant. located at distance of approximately 165 miles or more from trans. site herein specified. Ann. Aug. 23.

New Am Stations

APPLICATIONS

Lapeer, Mich.—Lapeer Bcstg. Co. 1530 kc, 5 kw D. Post office address 1133 Cedar St., Lapeer, Mich. Estimated construction cost $42,100, first year operating cost $50,000, revenue $60,000. Principals include **Robert L. Taylor, James Harris, Robert Tripp, Edward Oyster, William Myers** and **Robert M. Myers,** 16⅔% each. Mr. Taylor is attorney. Mr. Harris is in farm machinery servicing business. Mr. Tripp is in banking. Mr. Oyster is employe of WTAC Flint, Mich. Mr. William Myers is in publishing. Mr. Robert Myers is dairy farmer. Ann. Aug. 17.

Boardman, Ohio—Louis W. Skelly. 1570 kc, 1 kw D. Post office address 3808 Chaucer Lane, Austintown, Ohio. Estimated construction cost $32,793, first year operating cost $60,000, revenue $75,000. Applicant is licensee of WWOW Conneaut, Ohio. Ann. Aug. 17.

Gaffney, S.C.—E. Raymond Parker. 1500 kc, 1 kw D, 250 w. critical hours. Post office address 1010 S. Petty St. Estimated construction cost $23,000, first year operating cost $30,000, revenue $36,000. Applicant is salesman. Ann. Aug. 17.

Redfield, S.D.—Victoria Bcstg. System 1560 kc, 500 w. D. Post office address Box 588, Redfield, S.D. Estimated construction cost $12,888, first year operating cost $22,000, revenue $35,000. Applicant is **George H. Puder,** record retailer. Ann. Aug. 17.

Existing Am Stations

APPLICATIONS

KHOT Madera, Calif.—Cp to increase power from 500 w to 1 kw, change from employing DA-D to non-directional and make changes in trans. (1250 kc). Ann. Aug. 17.

WTVB Coldwater, Mich.—Cp to increase nighttime power from 500 w to 1 kw. (1590 kc). Ann. Aug. 17.

KSWS Roswell, N.M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Aug. 17.

KBKR Baker, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Aug. 17.

WJAY Mullins, S.C.—Cp to increase power from 1 kw to 5 kw and install new trans. (1280 kc). Ann. Aug. 18.

New Fm Stations

APPLICATIONS

Tucson, Ariz.—E. Edward Jacobson. 96.1 mc, 25 kw. P.O. address 6907 Melrose Ave., Los Angeles 38, Calif. Estimated construction cost $30,000, first year operating cost $29,000, revenue $9,600. Applicant is licensee of KJLM-FM San Diego and KGLA-FM Los Angeles, both California. Ann. Aug. 22.

Twin Falls, Idaho—Radio Sales Corp. 92.3 mc, 3.3 kw. P.O. address P.O. Box 511, Twin Falls. Estimated construction cost $14,012, first year operating cost $14,400, revenue $18,000. Principals include **D. Spencer Grow** and **Arta L. Grow,** 50%, **R.W. Burden** and **Janice Burden,** 50%. Mr. & Mrs. Grow own 75% of KEXO Grand Junction, Colo., and 100% of KEYY Provo, Utah. Ann. Aug. 17.

Wilson, N.C.—Wilson Radio Co. 106.1 mc, 5 kw. P.O. address WVOT Wilson, N.C. Estimated construction cost $20,084, first year operating cost $7,500, revenue $10,000. Applicant fm will duplicate WVOT Wilson. Ann. Aug. 17.

Ownership Changes

APPLICATIONS

KQXR-FM Bakersfield, Calif.—Seeks transfer of control of **KLEF Bcstrs.** from **Edward L. Robertson** and **Maude H. Robertson,** equal partners, to **Edward L. Robertson** and **Maude H. Robertson,** 37½%, **Walter B. Marston,** 25%, by conversion of $10,000 loan into station interest. Ann. Aug. 17.

KROG Sonora, Calif.—Seeks transfer of control of **Sonora Bcstg. Co.** from **Harlan L. Egan** and **Ralph P. Bowen,** equal partners, to **Ralph P. Bowen,** sole owner, for $5,000. Ann. Aug. 17.

KFMH (FM) Colorado Spring, Colo.—Seeks assignment of license from **FM Colorado Co.** to **KFMH Inc.** for $35,000. Purchaser is **TV Colorado Inc., James D. Russell,** president. TV Colorado is licensee of KKTV (TV) Colorado Springs-Pueblo, Colo. Ann. Aug. 22.

KGHF Pueblo, Colo.—Seeks assignment of license from **Gifford Phillips** to **KGHF Inc.** for $120,000. Purchaser is **TV Colorado Inc., James D. Russell,** president. TV Colorado is licensee of KKTV (TV) Colorado Springs-Pueblo, Colo. Ann. Aug. 23.

WPFA-TV Pensacola, Fla.—Seeks assignment of cp from **C.W. Lamar Jr.,** deceased, to **Louisiana National Bank of Baton Rouge,** executor of estate. Ann. Aug. 23.

KBCL-AM-FM Shreveport, La.—Seeks transfer of control of **Good Music Inc. Crawford Godfrey** and **Alvin Childs,** equal partners, to Messrs. **Godfrey** and **Childs,** 37½% each, and **Joe Monroe,** 25%, for

EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475

WASHINGTON
1625 Eye Street, N.W.
District 7-8531

$9,000. Mr. Monroe is manager of KBCL. Ann. Aug. 23.

WACE Chicopee, Mass.—Seeks transfer of control of **Regional Bcstg. Co.** from **John S. Begley,** 66 2/3%, **David W. Hayes, Martin Richard Hayes, Catherine Hayes, Toomey** and **Richard P. Hayes,** 8.3% each, to **Commonwealth Bcstg. Corp.** for $250,000. Purchasers are **Paul Smallen, Lazar Emanuel** and **Blair Walliser,** 20.4% each, and others. Messrs. Smallen, Emanuel and Walliser have interests in WEOK Poughkeepsie, N.Y. Ann. Aug. 17.

WHAI-AM-FM Greenfield, Mass.—Seeks involuntary transfer of control of **Haigis Bcstg. Corp.** from **John W. Haigis Sr.,** deceased, to **Franklin County Trust Co.,** executor of Mr. Haigis' estate. Ann. Aug. 22.

WNMB North Adams, Mass.—Seeks transfer of control of **Northern Berkshire Bcstg. Co.** from **James G. Keyworth, Robert Hardman,** 36.7% each, **James Hardman** and **Harold Crippen,** 13.3% each, to **Robert Hardman** 73.4%, Messrs. **James Hardman** and **Crippen,** 13.3%, for $19,800. Ann. Aug. 18.

WOWE Allegan, Mich.—Seeks transfer of control of **Allegan County Bcstrs. Inc.** from **Keith** and **Joanne Weldy, Lewis E. Groh, Walter C. Swogger, Maurice L. Weldy,** and **Albert Vandenbosch,** all 20%, to **John F. Wismer** and **Harmon L. Stevens,** equal partners, for approximately $46,650 including corporation liabilities. Purchasers are licensees of WHLS Port Huron, permittee of WHLS-TV Port Huron, licensee of WLAV-AM-FM Grand Rapids, all Michigan, and each have ⅓ interest in WLEW Bad Axe, Mich. Ann. Aug. 23.

WJDX-AM-FM-Jackson, Miss. — Seeks transfer of control of **Lamar Life Insurance Co.,** licensee, from **Life Companies Inc.,** 98.55%, to **John D.** and **Clint W. Murchison Jr.,** 32.92% each, and others. Messrs. Murchison hold like percentages in Life Companies Inc. Transfer made by distribution to stockholders in parent corporation stock in license corporation. No financial consideration involved. Ann. Aug. 17.

KODY North Platte, Neb.—Seeks assignment of license from **KODY Bcstg. Co.** to **North Platte Bcstg. Inc.** for $200,000. Purchaser is **James Stuart,** sole owner, who has interest in KFOR Lincoln, KRGI Grand Island, both Nebraska; KMNS Sioux City, Iowa and KSAL Salina, Kans. Ann. Aug. 18.

WNCN (FM) New York, N.Y.—Seeks assignment of license from **Concert Network Inc.** to **WNCN Inc.,** assignment to wholly-owned subsidiary with no financial consideration involved. Ann. Aug. 17.

WMMH Marshall, N.C.—Seeks transfer of control of **Marshall Broadcasting Co.** from **Cleatus O. Brazzell, Andrew D. Shields** and **Vernon McCarthy,** 33⅓% each, to Messrs. **Brazzell** and **Shields,** equal partners, for $6,500. Ann. Aug. 17.

KGGG Forest Grove, Ore.—Seeks transfer of control of **Triple G Bcstg. Co.** from **Lester L.** and **Dorothy R. Gould, LeRoy A. Garr** and **Esther L. Plotkin,** 25% each, to **Percy B. Crawford,** sole owner, for approximately $65,000. Mr. Crawford is owner of WMUZ Detroit, WDAC Lancaster, Pa., WYCA Hammond, Ind., and permittee of WMFP Ft. Lauderdale, Fla., and KDMI Des Moines, Iowa. Ann. Aug. 18.

KOPY Alice, Tex.—Seeks assignment of license from **Alice Bcstg. Co.** to **Alice Bcstg. Inc.,** change to corporate business form with no financial consideration involved. Ann. Aug. 22.

WEET Richmond, Va.—Seeks transfer of control of **Radio Richmond Inc.** from **Burton Levine,** 80%, and **Melvin Levine,** 20% to **Mr. and Mrs. Burton Levine,** 90%, and **Abe Friedman,** 10%, negative transfer of control with financial consideration not reported. Ann. Aug. 18.

WBOF, WYFI (FM) Virginia Beach, Va.—Seeks assignment of licenses from **Virginia Beach Bcstg. Corp.** (am) and **WBOF-TV Inc.** (fm) to **Metro-WBOF Inc.** for $260,000. Purchaser is Temple W. Seay, sole owner. Mr. Seay is attorney. Ann. Aug. 17.

KNDO (TV) Yakima, Wash.—Seeks assignment of license from **Yakima Valley Tv Co.** to **Columbia Empire Bcstg. Corp.** for 660 shares of capital stock in Columbia plus lease of equipment for 36 months for approximate total of $56,000. Purchasers are **Leo L. Lyon,** 21.54%, **Weed Tv Corp. (Joseph J. Weed),** 23.08%, **Hugh E. Davis,** 26.92%, and others. Upon FCC approval of assignment, Mr. Davis will purchase from **Ralph Tronsrud,** seller, 660 shares of stock in Columbia for $37,500. This will give Mr. Davis 51.53% majority interest in Columbia. Mr. Lyon and Mr. Davis are employes of KNDO. Ann. Aug. 23.

INVESTIGATE

the

AUTO JOCKEY

for partial or

FULL AUTOMATION

EXCLUSIVE FEATURES

1. Automatic AUDIO cueing of announcements (No silver contacts on tape)
2. Automatic AUDIO cueing of records (Backed up for perfect cue)
3. Absolutely guaranteed less dead air than competition
4. No tones are used—announcements can be made on any quality tape recorder
5. Costs less—does more
6. Price includes delivery and 3 day installation and instruction by factory representative
7. Independent use of tapes and changers

AMPEX • CONCERTONE • RUST REMOTE CONTROL available on lease—case histories available

CALL—WRITE—WIRE

SHALER-AITKEN COMMUNICATIONS

305 Harrison St.—Taft, California

Tel: RO 5-4086

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward denying application of WHAS Inc., to change trans. site of WHAS-TV (ch. 11) Louisville, Ky., from within that city to near Brownsboro, Ky., about 19 miles northeast of Louisville and 58 miles from Lexington, Ky., increase overall height of ant. above ground from 600 ft. to 1,859 ft., change type of trans. and make other equipment changes. Ann. Aug. 18.

■ Hearing Examiner Elizabeth C. Smith issued supplemental initial decision looking toward denying application of Bay Area Electronic Assoc. for new am station to operate on 1580 kc, 500 w. D, in Santa Rosa, Calif. Ann. Aug. 23.

OTHER ACTIONS

■ By memorandum opinion and order, commission postponed from Sept. 15 to Sept. 30 effective date for setting aside cp of Public Service Tv Inc. (WPST-TV, ch. 10), Miami, Fla., to allow sufficient time for consideration by full commission of pleadings filed relating to this proceeding, including petition by Public Service for stay. Ann. Aug. 23.

■ By memorandum opinion and order, commission postponed from Sept. 12 to Sept. 27 time for parties in Boston, Mass., tv ch. 5 proceeding to file briefs directed to comparative reevaluation of applicants (provided for in July 14 decision) to allow sufficient time for consideration by full commission of motion by WHDH Inc. (WHDH-TV), for stay pending consideration of its petition for reconsideration. Ann. Aug. 23.

■ By order, commission denied petition by KFSD Inc., for extension of time from Sept. 6 to Sept. 26 to file comments and from Sept. 21 to Oct. 12 to file reply comments in Bakersfield, Calif., tv rulemaking proceeding. Ann. Aug. 24.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by Booth Bcstg. Co. (WSGW), Saginaw, Mich., and extended to Sept. 7 time to file exceptions to initial decision in proceeding on its am application. Action Aug. 17.

■ Granted petition by Coast Ventura Co. (KVEN-FM), Ventura, Calif., and extended to Sept. 9 time to file reply to exceptions and brief in support thereof in proceeding on its application for mod. of cp. Action Aug. 17.

By Chief Hearing Examiner James D. Cunningham

■ Ordered, with consent of both parties to proceeding on applications of Eleven Ten Bcstg. Corp., for renewal of license of am station KRLA & aux. and for license to cover cp, that place of hearing is changed from Pasadena, Calif. to Los Angeles, Calif. Action Aug. 17.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for Sept. 8 in Salem, Ore., tv ch. 3 proceeding. Action Aug. 18.

By Hearing Examiner Millard F. French

■ Granted petition by Lawrence E. Bodkin, receiver, requesting that he be substituted as applicant in lieu of WTTT Inc. (WTTT), Arlington, Fla., in am consolidated proceeding. Action Aug. 16.

■ Granted petition by KTAG Assoc. (KTAG-TV), Lake Charles, La., for change of application to show Louisiana National Bank of Baton Rouge, executor of estate of C.W. Lamar Jr., in lieu of C.W. Lamar Jr.; amendment accepted in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Aug. 17.

By Hearing Examiner Annie Neal Huntting

■ Scheduled Sept. 27 for resumption of further hearing in proceeding on am applications of Consolidated Bcstg. Industries Inc. Natick, Mass., et al. Action Aug. 18.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Medford Telecasting Corp for leave to amend its application for new tv station to operate on ch. 10 in Medford, Ore., to change classification of program owing to typographical error in preparation of exhibit; application is consolidated for hearing. Action Aug. 19.

By Hearing Examiner David I. Kraushaar

■ Granted motion by M.W. Cooper, Midwest City, Okla., and reopened record in proceeding on his am application, et al, which is scheduled for hearing to afford Cooper additional opportunity to complete comparative (i.e., non-307[b]) aspects of his presentation; hearing to be reconvened Sept. 12 at 9:30 a.m., for this purpose. Action Aug. 18.

By Hearing Examiner Jay A. Kyle

■ Received in evidence engineering exhibit B of Concert Network Inc., and closed record in proceeding on its application and that of WBUD Inc., for new fm stations in Trenton, N.J. Action Aug. 18.

■ Received in evidence exhibit 3 of Ionia Bcstg. Co. (WION), Ionia, Mich., cancelled hearing scheduled for Sept. 7, closed record and ordered that parties may file proposed findings of fact and conclusions on or before Sept. 29 and replies thereto, if any, may be filed by Oct. 10 in proceeding on Ionia's am application. Action Aug. 18.

■ Granted motion by Paul J. Molnar and extended from Aug. 24 to Aug. 26 date for exchange of exhibits in proceeding on his application and that of Ohio Music Corp., for new fm stations in Cleveland, Ohio. Action Aug. 18.

■ Granted petition by Laurel Bcstg. Co., Laurel, Md., and extended to Sept. 9 date to file proposed findings of fact and conclusions of law and to Sept. 23 to file reply findings in proceeding on Laurel's am application which is consolidated for hearing. Action Aug. 19.

By Hearing Examiner Herbert Sharfman

■ Granted petition by WDUL Tv Corp. (WHYZ-TV), Duluth, Minn., for leave to amend its application to reflect death of Louis E. Caster, officer, director and stockholder in applicant corporation, and passing of his stock to his widow, Josephine B. Caster. Action Aug. 17.

■ Scheduled dates to govern proceeding on am applications of Robert L. Lippert, Fresno, and Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif. Sept. 15 exchange of affirmative written cases, frozen as of this date; Sept. 30 notification of witnesses desired for cross-examination; and Oct. 6 hearing. Action Aug. 18.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended to Aug. 23 to file response to petition by Abilene Radio and tv Co. to modify issues in San Angelo., Tex, tv ch. 3 proceeding. Action Aug. 18.

■ Granted motion by TBC Inc., for continuance of procedural dates and continued hearing to Oct. 31 in proceeding on its application and that of Bay Video Inc., for new tv station to operate on ch. 13 in Panama City, Fla. Action Aug. 18.

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
Riverside, Ill.
(A Chicago suburb)

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D.C.
District 7-4443
Associate Member
Institute of Radio Engineers

Service Directory

M. R. KARIG & ASSOCS.
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
P. O. Box 248
Saratoga Springs, N. Y.
Saratoga Springs 4300

JOHN H. BATTISON AND ASSOCIATES
Consulting Engineers
Specializing in AM power increases—FM-TV
209A LaSalle Building
1028 Connecticut Ave., N.W.
Washington 6, D. C.
RE 7-0458

PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
COMMERCIAL RADIO MONITORING CO.
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, BR. 1-2338

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Crawford 4496

JOHN A. MOSELEY ASSOCIATES
RADIO REMOTE CONTROL SYSTEMS
Box 3192,
Santa Barbara, Calif.
Woodland 7-1469

BROADCAST ACTIONS

by Broadcast Bureau

Actions of August 19

WCTW-AM-FM New Castle, Ind.—Granted assignment of cp, assignment of licenses and cp and license to **WCTW Inc.**

KKAR Pomona, Calif.—Granted assignment of cp to **Intrastate Bcstrs. Inc.**

WSBC-FM Chicago, Ill.—Granted license for fm station.

***WMBI-FM Chicago, Ill.**—Granted license for noncommercial educational fm station.

WEZL Richmond, Va.—Granted license covering changes in ant. system (remove top loading).

WITH-FM Baltimore, Md.—Granted license covering decrease in ERP, increase in ant. height and operate trans. by remote control; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WENR-FM Chicago, Ill.—Granted license covering increase in ERP and installation of new trans. and ant.; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission and (3) pending inquiry concerning compliance with sec. 317 of Communications Act.

KGEM Boise, Idaho—Granted license covering installation of new trans.

KVOS Bellingham, Wash.—Granted license covering increase in daytime power and installation of new trans.

WEEU Reading, Pa.—Granted cp to install old main trans. (main trans. location) as alternate main trans.; remote control permitted employing DA-N.

WEZL Richmond, Va.—Granted cp to change aux. trans. location (site of main trans.); remote control permitted.

KXKW Layfayette, La.—Granted mod. of cp to change type trans.

WNOK-FM Columbia, S.C.—Granted mod. of SCA to change sub-carrier frequency from 26 kc and 67 kc to 26 kc and 65 kc.

KOPR-TV Butte, Mont.—Granted extension of completion date to Feb. 13, 1961.

Actions of August 18

KPDQ Portland, Ore.—Granted assignment of license to **KPDQ Inc.**

WSOO Sault Ste. Marie, Mich.—Granted license covering increase in daytime power and installation of a new trans. (one main trans.).

KSTN Stockton, Calif.—Granted license covering erection of tower for daytime operation, increase in daytime power, installation of new trans. and make changes in DA pattern.

KVLF Alpine, Tex.—Granted license to use old main trans. as aux. trans.

KLTZ Glasgow, Mont.—Granted license covering installation of new type trans.

WCOL Columbus, Ohio—Granted licenses covering move of main ant.-trans. location and changes in ground system and type trans.; and of alternate main ant.-trans. location and changes in ground system and type trans.

KVGB Great Bend, Kans.—Granted license covering installation of new trans. as auxiliary trans.

WKST-TV Youngstown, Ohio—Granted license covering changes and redescription of studio and trans. location (not a move).

WNBC New York, N.Y.—Granted cp to install new aux. trans., increase power to 5 kw, change ant.-trans. location, change from employing DA-DN (DA-1) to non-directional ant.-aux. trans., and type trans.; conditions; and without prejudice to such action as commission may deem warranted as result of its final determination with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters and pending inquiry concerning compliance with sec. 317 of Communications Act.

Actions of August 17

WSNO Barre, Vt.—Granted license for am station and specify main studio location.

WNTT Tazewell, Tenn.—Granted license for am station.

WNNJ Newton, N.J.—Granted license covering increase in power; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WKMF Flint, Mich.—Granted license covering increase in daytime power, installation of new trans. changes in ant. system and change from DA-1 to DA-2; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KXIC Iowa City, Iowa—Granted license covering installation of new trans. as aux. trans.

WPIK Alexandria, Va.—Granted license covering changes in ant. system and change in ant.-trans. location.

WIL St. Louis, Mo.—Granted license covering installation of new trans. as aux. trans; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WSAI Cincinnati, Ohio—Granted license covering installation of old main trans. as alternate trans. at present trans. location; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WSID Baltimore, Md.—Granted license covering change in ant.-trans. location, change type trans. and make changes in ant. and ground system; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WWIN Baltimore, Md.—Granted license covering installation of new trans; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WAAF Chicago, Ill.—Granted license covering installation of new trans. at main trans. location as alternate main trans. and operate by remote control; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WJBK Detroit, Mich.—Granted license for for new trans. as alternate main trans. for nighttime and auxiliary trans. daytime; without prejudice to whatever action commission may deem appropriate in the light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WAKE Atlanta, Ga.—Granted license covering installation of new transmitter as alternate main trans; without prejudice to whatever action commission may deem

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING August 24

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,461	43	89	853
FM	729	23	182	149
TV	472	61	75	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING August 24

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	35	12	47

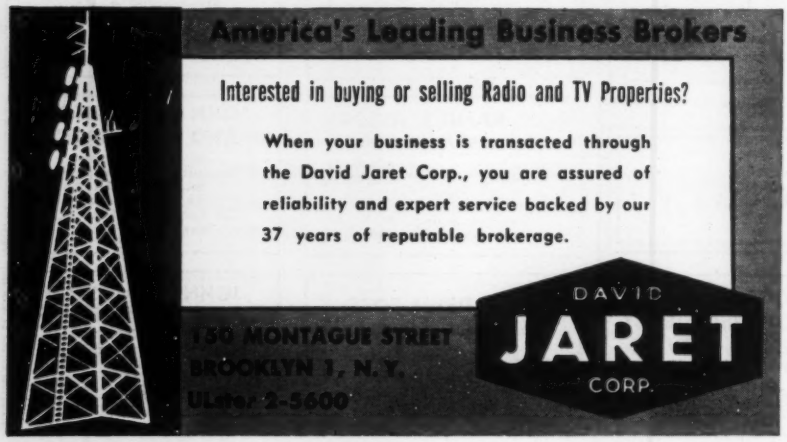
COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,455	714	471[1]
CPs on air (new stations)	36	32	63[2]
CPs not on air (new stations)	115	196	76
Total authorized stations	3,603	942	656
Applications for new stations (not in hearing)	593	72	27
Applications for new stations (in hearing)	204	36	75
Total applications for new stations	797	108	102
Applications for major changes (not in hearing)	582	29	38
Applications for major changes (in hearing)	277	10	14
Total applications for major changes	859	39	52
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.


America's Leading Business Brokers
Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
150 MONTAGUE STREET
BROCKLYN 1, N.Y.
ULster 2-5600
DAVID
JARET
CORP.

appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WNOE New Orleans, La.—Granted license covering installation of new trans. for auxiliary purposes only; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KTEM Temple, Tex.—Granted license covering changes in ant. and ground systems and change trans. location; remote control permitted; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WKOP-FM Binghamton, N.Y.—Granted license covering change in frequency, ERP, ant. height, ant. system and installation new ant. and trans.

WFHR Wisconsin Rapids, Wis.—Granted cp to make changes in daytime ant. system.

KPEN (FM) San Francisco, Calif.—Granted mod. of cp to increase ERP to 46 kw; ant. height to 1,220 ft.; and move ant.-trans 320 ft. from present site (same description).

WONW Defiance, Ohio—Granted mod. of cp to change type trans.

KMER (FM) Fresno, Calif.—Granted extension of completion date to Dec. 1.

Times Herald Co., Port Huron, Mich.—Granted authority through Sept. 30, to transmit play-by-play account of semi-professional football games in Port Huron area to station CHOK Sarnia, Ontario, Canada, via leased telephone circuit.

Actions of August 16

WTHR Panama City Beach, Fla.—Granted assignment of license to **Helen W. King.**

WFAN-TV Lafayette, Ind.—Granted license covering changes in tv station; ERP vis. 186 kw, aur. 100 kw, ant. 660 ft.

WHUM Reading, Pa.—Granted license to use old main trans. as aux.

KXOA Sacramento, Calif.—Granted license to use old main trans. as auxiliary daytime trans.

WMBM South Miami, Fla.—Granted license covering change in frequency, increase in power, change ant-trans., studio and studio locations installation of DA-2 and new trans., make changes in ground system, hours of operation and specify studio location; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WATR Waterbury, Conn.—Granted cp to install old main trans. (main trans. location) as aux. trans.

WLLH Lowell, Mass.—Granted cp to move old trans. (main trans. location) to be used as aux. trans.

KACE-FM Riverside, Calif.—Granted cp to increase ERP to 1 kw and install new type trans.; ant. —50 ft.

KSFR (FM) San Francisco, Calif.—Granted mod. of cp to increase ERP to 44 kw.

Actions of August 15

WPLB Greenville, Mich.—Granted license for am station and specify studio location same as trans. site.

KHFM (FM) Albuquerque, N.M.—Granted cp to increase ERP to 3.3kw, install new trans. and new ant. and make changes in ant. system; ant. —20 ft.

WKYN Rio Piedras, P.R.—Granted cp to install new trans. (main trans. location) as aux. trans.

KBRZ Freeport, Tex.—Granted cp to install new trans. and change studio location; remote control permitted.

KTXL San Angelo, Tex.—Granted cp to install new trans.

KORK Las Vegas, Nev.—Granted cp to install new trans.

KSEW Sitka, Alaska—Granted cp to install new trans.

KOLL (FM) Kansas City, Mo.—Granted mod. of cp to change type trans. and new ant.

WKBX Kissimmee, Fla.—Granted mod. of cp to change type trans.; condition.

WODI Vinton, Va.—Granted mod. of cp to change ant.-trans. and studio location.

KZON Tolleson, Ariz.—Granted mod. of cp to change ant. trans. and main studio location; conditions.

■ Following stations were granted extensions of completion dates as shown: WKBR Manchester, N.H. to Oct. 1, and KOL-FM Seattle, Wash. to Feb. 28, 1961.

PETITION FOR RULEMAKING

KSUE Susanville, Calif.; KVIP-TV Redding, Calif.—Requests amendment of rules so as to assign ch. 9 to Susanville, Calif., and substitute ch. 13+ for presently assigned ch. 9 in Alturas, Calif. Ann. Aug. 19.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian and Mexican broadcast stations modifying appendix containing assignments of Canadian and Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

580 Kc

XEFI Chihuahua, Chihuahua—5 kw D, 0.25 kw N, ND, unl. (Change in classification of daytime operation.)

610 Kc

XEEL Fresnillo, Zacatecas—0.25 kw D, 0.15 kw N, ND, unl. (PO: 660kc 0.25 kw ND, D II.)

620 Kc

XEOO Tepic, Nayarit—1 kw D, 0.25 kw N, ND, unl.

810 Kc

XEIC Ciudad Obregon, Sonora—5 kw, ND, D. (Increase in power—PO. 0.5 kw.)

870 Kc

XEEV San Cristobal.las—1 kw ND, D. Casas, Chiapas. (Change in location from Villahermosa, Tabasco.)

920 Kc

XEXK Ensenada, Baja, Calif.—0.5 kw D. 0.2 kw N, ND, unl. (PO: 0.5 kw ND D III.)

XEMD Torreon, Coahuila—1 kw D/0.1kw N ND, unl. (Change location from Gomez Palacio, Durango and increase daytime power.)

New, XEOP Villa Frontera, Coahuila—0.25 kw D/0.25 kw N, ND, unl.

950 Kc

XEYJ Neva Rosita, Coahuila—1 kw D/0.1 kw N, ND, unl. (PO: 1300 kc.)

1170 Kc

XEGV Caborca, Sonora—0.25 kw, ND, D. (Change in location from Nogales, Sonora.)

1270 Kc

New, XEQH Ixmiquilpan, Hidalgo—1 kw D/0.1 kw N, ND. unl.

XEMH Merida, Yucatan—1 kw D/0.5 kw N, ND, unl. (PO: 0.5 kw ND unl.)

1340 Kc

XEOZ Jalapa, Veracruz—0.25 kw, ND, unl. (Change in call letters from XEFA.)

1360 Kc

New, XEZC Concepcion del, Oro, Zacatecas—0.25 kw ND, unl.

1390 Kc

XESP San Pedro Tlaquepaque, Jalisco—1kw D/0.25 kw N, ND unl. (PO: 1400 kc 1 kw D/0.25 kw N ND.)

1400 Kc

XEZD Ciudad Camargo, Tamaulipas—0.25 kw D/0.1 kw N, ND, unl. (Change in call letters from XEZC.)

1430 Kc

XEWD Ciudad Miguel Aleman, Tamaulipas—2 kw D/0.150 kw N, ND, unl. (Change call letters from XEHD.

1460 Kc

XEOL Ciudad del Carmen Campeche—0.25 kw ND, unl. (Change in call letters from XEUJ.)

1490 Kc

New, XEMK Huixtla, Chiapas—0.5 kw D/0.2 kw N, ND unl.

1580 Kc

XEUL Campeche, Campeche—0.25 kw D/0.15 kw N, ND, unl. (Change in location from Progreso, Yucatan and decrease night power.)

1300 Kc

CJME Regina, Saskatchewan—1 kw, DA-1, unl.

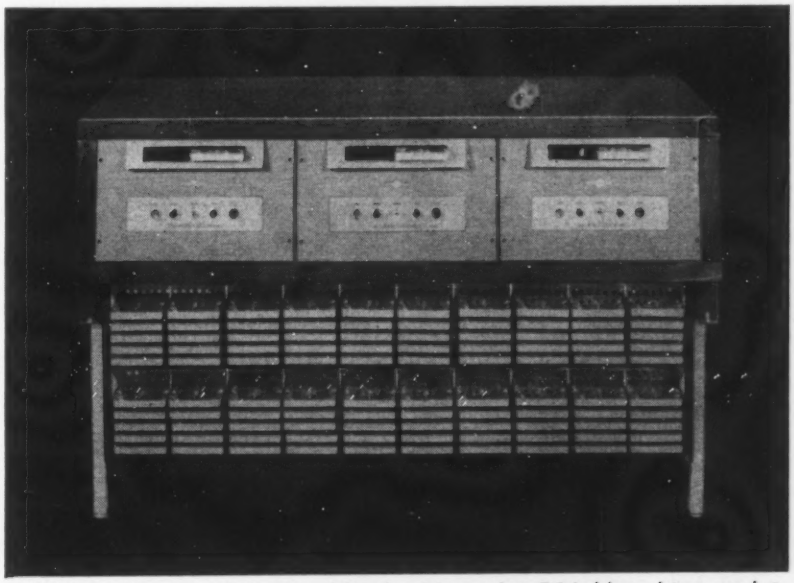
1430 Kc

CKFH Toronto, Ontario—10 kw-D, 5 kw-N, DA-2, unl. (PO: 1430 kc, 1 kw, DA-2 III.)

Collins Automatic Tape Control is the perfect answer to automatic programming. Just insert the tape cartridge, push one button, and you're certain of reliable performance. More than 500 radio stations own the network-approved, internationally-used Collins Automatic Tape Control.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



syllable-separating start and stop time of less than 0.1 second • 7.5 inch/second tape speed • frequency response ±2 db, 50-12,000 cps • less than 0.2% rms wow and flutter • programming segments from 40 seconds to 31 minutes • remote control available. For more information contact your Collins sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Mid-south chain—4 top rated stations—has opening for salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume, photo first letter. Box 481B, BROADCASTING.

California station with terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter. Write Box 780B, BROADCASTING.

California 5,000 watt station in medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required. Write Box 781B, BROADCASTING.

Wanted: Sales manager, $600 guaranty plus commission. Rocky Mountain, 5,000 watt network station. Send complete resume Box 789B, BROADCASTING.

Unusual opportunity in top fifty am-fm-tv market for promotion-marketing manager. Mature man with proven background of audience-winning, sales-developing ideas will find secure future with exceptional benefits. Send complete resume and recent photo to Box 854B, BROADCASTING.

Ohio single station market daytimer needs station manager experienced in full operation of small market station. Box 872B, BROADCASTING.

Sales

Mid-south chain. See our ad under management. Box 481B, BROADCASTING.

Big money for hard hitting experienced closer at top rated major market Florida station. Guaranteed salary to start, plus cash incentive and bonus plans. Our salesmen are highest paid in the city. Market prosperous, competition keen, rewards high for aggressive competitor. Living conditions unrivaled anywhere in Florida. Tell all in first letter. Box 648B, BROADCASTING.

Are you ready to step up in sales work? Here is an opportunity. Texas. Box 705B, BROADCASTING.

Metropolitan market SW has attractive offer for experienced salesman with sales management potentiality. Replies confidential. Send references and background to Box 807B, BROADCASTING.

Top salary plus commissions to 25% for aggressive salesman in half-million market! Immediate opening for mature, experienced man! All replies confidential. Box 878B, BROADCASTING.

Wanted, attractive young lady for sales department. Must be able to meet the clients, and some air work. Contact Fred Cale, WDOG Radio, Marine City, Michigan or phone Rockwell 5-7944.

Second man. Good earnings, community and station. Air mail letter. I will call you. Sales experience a must. Announcing helpful. KRSN, Los Alamos, New Mexico.

Help Wanted—(Cont'd)

Sales

Need expert salesman attractive offer, contact Fred W. Cale, WDOG, Marine City, Michigan or phone Rockwell 5-7944.

Steady, dependable announcer-salesman wanted. Good earnings for hard worker with references. Please forward qualifications and audition to Ed Damron, Manager, WSSC, Sumter, S.C.

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office, Vienna 66, P.O.B. 128, Austria.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Announcers

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

Negro announcer with 1st ticket and strong air personality for established major market station. Must be a go-getter. Resume and tape immediately. Box 662B, BROADCASTING.

In central Florida—dj for modern pop music format—one of chain of stations. Excellent job with advancement opportunities. Top salary to right man. Sales experience or 1st phone helpful—not necessary! Must be top-notch production man. Send resume and air check. Box 744B, BROADCASTING.

Opportunity! Learn tv while you do radio on top-rated midwest music and news station. Only bright, fast paced dj's send tape and picture to Box 758B, BROADCASTING.

Wanted—experienced announcer with deep, resonant voice for metropolitan Good Music operation. Start $105 per week, replies confidential. Send tape and references first letter to Box 808B, BROADCASTING.

Adult programming requires adult talent. We have an upcoming opening in a southern metropolitan market for an experienced, mature announcer, preferably with first phone. Send tape, details to Box 825B, BROADCASTING.

Have mid-September opening for experienced announcer desiring to locate in small Georgia city near Atlanta. Favorable working conditions. Above average for right man. Send audition tape with letter to Box 827B, BROADCASTING.

Single station college community needs staff or dj with play-by-play potential. Will consider beginner. Box 829B, BROADCASTING.

New radio station eastern shore of Maryland needs good announcer with first class ticket. Great opportunity for hard worker. Great place for family boating, hunting, all water sports. Contact with complete details first letter. Box 880B, BROADCASTING or phone Talbort 2-3301, Easton, Md.

Chief engineer-announcer wanted for new radio station directional. Also opportunity to make extra cash selling. Send complete resume to Box 881B, BROADCASTING.

Announcer wanted: Long on ability, short on talk, able to program good music. Good location with pioneer good music and news station. Box 890B, BROADCASTING.

Opportunity for married staff announcer. Send resume. Network station. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Announcers

Announcer . . . 1st phone . . . immediately. 5000 watt directional-daytimer. Minor maintenance. Growing organization—advancement opportunities. Car necessary. Permanent position. Farm background. Contact—Bob Wilson, General Manager, KLGA, Algona, Iowa. Cypress 4-2475.

New station, with modern tight format accepting applications for dj's—air mail tape and complete resume to KLIB Radio, Liberal, Kansas.

Second man. Good earnings, community and station. Air mail letter. I will call you. Sales experience a must. Announcing helpful. KRSN, Los Alamos, New Mexico.

Announcer, preferably with first phone. Must be good announcer with right attitude and ability. Not top 40 operation. Send tape resume and picture to KTOC, P.O. Box 550, Jonesboro, Louisiana.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Experienced announcer with first phone license. Afternoon pops music and news programming. WCMY, Ottawa, Illinois.

Newsman-staff, experienced, stable. Send tape, resume, references and salary requirements. WCSS, Amsterdam, New York.

Combo man—Engineer, announcer vacancy immediately. Permanent position for right man. Phone Williamsburg, Kentucky, 6125, WEZJ.

Program director and top air personality for WGEE, Indianapolis. Send background and tape to Tim Crow, Rollins Broadcasting-Telecasting. P.O. Box 1389, Wilmington, Delaware.

Female. 25 or over. At least 3 years experience. Run own controls. Top salary. Top all-girl station. Rush tape, resume, WHER, Memphis, Tennessee.

Announcer for fm needed immediately. Some experience helpful. Good opportunity. Southener preferred. Send tape and resume. No collect calls. WHLF, South Boston, Virginia. Preston Young.

Needed immediately, announcer or combo man . . . permanent job with growing chain for capable qualified individual. Excellent working conditions in new ultra modern plant. City of 13,000 near Indianapolis. Send resume, tape. Contact Wally Bruner, General Manager, WITE, Brazil, Ind.

Announcer-copywriter with restricted permit. Resume, tape, sample copy to WKLZ, Box 663, Kalamazoo, Michigan.

Immediate opening, alert, combo dj. WRAJ, Anna, Illinois, Don Michel, Manager.

We have so much personality on the air now it frightens me sometimes, but must compound situation by one more addition. Especially good opportunity for young, creative air man. Send tape and other paraphernalia to Jim Gearhart, WROV, Roanoke, Va. . . . quick!

Steady, dependable announcer-salesman wanted. Good earnings for hard worker with references. Please forward qualifications and audition to Ed Damron, Manager, WSSC, Sumter, S.C.

Wanted: Personality for midnight show. Top rated fulltime independent. Good pay. Wonderful climate on Florida east coast. Call Dick Clark, Clinton 2-6491, Daytona Beach, Florida.

Announcer-engineer. Permanent position. Call Ed Hundley, 1600, Nebraska City, Nebraska.

Help Wanted—(Cont'd)

Announcers

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free applications.

Technical

Excellent opportunity for combination chief engineer-announcer in southeast. $115.00 weekly salary for right man plus opportunity for advancement to supervisory capacity with salary increase. Send tape, resume, references and photograph if available to Box 494B, BROADCASTING.

Virginia 1000 watt independent needs permanent, reliable engineer-announcer. Good salary, hours to right man. Send resume and tape to Box 677B, BROADCASTING.

Excellent opportunity for combination chief engineer-announcer in Virginia area. $120.00 week start for right man. Engineering ability primary concern. Small, unhurried market, good music. Send tape, resume, references and picture to Box 683B, BROADCASTING. Only pleasant, men of good character need apply.

Southern metropolitan adult station needs engineer with announcing ability. 5 kw directional operation, excellent living conditions for the right man. Send tape, details to Box 826B, BROADCASTING.

Top grade 1st engineer for complete charge, 1 kw station. Salary open. Must be good on equipment maintenance. Send complete resume to Jim Pryor, KCJB, Minot, N. Dak.

1st phone engineer-announcer. Must handle maintenance, some air work. See all details, tape first letter. KGKB, Tyler, Texas.

Chief engineer. Must be experienced to maintain transmitter and studio equipment in same building. Send resume, references and salary requirements. WCSS, Amsterdam, New York.

Chief engineer for 1 kw. Coastal Maine area. Salary open—write WDEA, Ellsworth, Maine.

First class engineer wanted am and fm. WFAH, Alliance, Ohio.

A-1 country-western 5 kw station will pay A-1 salary for A-1 engineer-announcer. Send tape, resume and picture. WQIK, Jacksonville 6, Florida.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Step up! Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 2, Minn. for free application.

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Wanted, experienced continuity writer for good music station in metropolitan southwest city. Please send full details first letter to Box 811B, BROADCASTING.

Experienced farm director—to deliver agriculture story, rich farm market. Regional station. Contact Jim Pryor, KCJB, Minot, N. Dak.

Continuity writer. Immediate opening at WHBL, Sheboygan, Wisconsin. Excellent wage. 40 hour week plus overtime. Employe benefits. A good place to work. Call collect: Paul Skinner. GL 8-2107.

Commercial copy writer or copywriter/announcer. Male or female. Model station in excellent radio market. WLAG, LaGrange, Georgia.

Local news director. August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, 5 day week, vacation, hospitalization and pension benefits. Apply to William Holm, WLPO, LaSalle, Illinois.

Help Wanted—(Cont'd)

Production-Programming, Others

Have an immediate opening for experienced radio program-production man to build local and regional feature program concept. Write or phone Program Director, WOOD Broadcasting, Inc., Grand Rapids, Michigan.

Want to live and work in radio or Television in northern California, southern Oregon? Sales, transmitter operators, production. Write Dick Green, Box 732, Klamath Falls, Oregon.

Fast-growing, 20-man, 4A agency in the growing southwest needs a man to head its busy radio-tv department. If you're young, ambitious, full of ideas, and have radio-tv copy experience, knowledge of production, and are willing to work hard, you may be the man we are seeking. Excellent opportunity for advancement within the agency. Air mail resume, picture, and starting salary requirements to Ward Hick Advertising, P.O. Box 1317, Albuquerque, New Mexico.

Program director-dj for adult format. Salary open. Advancement and management opportunity. Send full resume, picture and tape with letter. Confidential. Jim Pryor, KCJB, Minot, N. Dak.

RADIO

Situations Wanted—Management

Top man—top references. Excellent character, A.B. degree. Will invest 12 years solid radio knowledge. PD-sales-N.D. Guarantee to increase sales and build audience midwest. Let's get together. Box 757B, BROADCASTING.

Manager available immediately. 39 years—19 in all phases broadcasting—metropolitan, medium and small markets. Married, presently living in east but will relocate for position with future. College, excellent references. Box 800B, BROADCASTING.

Desire relocate more healthful climate. Consider any management, sales, program opening. Twelve years, all phases radio. Box 801B, BROADCASTING.

Former station owner seeks connection as manager small market station or news director larger station. Outstanding record, best references. Consider investment. Box 804B, BROADCASTING.

Manager: Securely employed general/sales manager. Profitable operation, eight station market. I'm seeking increased earning opportunity, more desirable location. Married, financially stable, established acceptance and unqualified recommendations from top industry contacts and present owner. Your inquiry held confidential. Box 818B, BROADCASTING.

Two man team will solve your sick station troubles, 17 years experience, especially good in copy, programming, sales, and management. Want per cent lease with option to buy. Box 824B, BROADCASTING.

Ten years experience in announcing, selling, engineering. Presently manager in small market. First phone. 26. Family. Upper south. $150. Box 848B, BROADCASTING.

General manager/sales manager for small or medium market station. Fifteen years in sales and management. Heavy on local and regional. Thorough knowledge all phases of station operation. Highest industry references. Box 863B, BROADCASTING.

Profits down? I'll up them by improving programming, producing sales. Medium-large markets. Write only if you want results. Box 867B, BROADCASTING.

Experienced, adult, family radio man. Thoroughly familiar all phases. Fifteen years in business; eight years succesful management. Have first phone. Five figure man; prefer south or west. Box 874B, BROADCASTING.

Medium market owners: As manager, will produce top programming, hard hitting sales. Let's share the increased profits! Box 868B, BROADCASTING.

General manager—Now employed. Desires change. Solid background of success all phases of radio operation. Sober, reliable family man. Active civic affairs. Box 887B, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Twenty years in broadcasting, 12 years in management, sales management, ownership. From small market to large metropolitan markets. Thorough broadcaster, age 41, college. Thorough experience sales, program, engineering, accounting. For personal reasons divesting ownership, seeking employment. Box 875B, BROADCASTING.

Manager, 15 years experience, strong on sales, first class ticket. Married, steady, references. Box 888B, BROADCASTING.

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact 895B, BROADCASTING.

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Manager/program director. 13-years—all phases radio-tv. West or southwest desired. Box 900B, BROADCASTING.

Have your share of audience but not your share of sales? I'll take care of problem as sales manager. Large-medium markets. Prefer growing organization. Box 869B, BROADCASTING.

Profitable sale of station releases manager who increased 26% last year. High personal sales. Write Sidney King, Box 198, Eagle Pass, Texas.

General manager, skilled, capable, 30 years experience. Top programming, aggressive sales, economical operation, public-relations and promotion. Experienced in am-fm-tv and ownership. Age 62. Frank O. Myers, P.O. Box 823, Fort Worth, Texas.

Sales

After 3½ successful years with present employer, sales manager desires change. Southwest preferred. Station management experience. Box 892B, BROADCASTING.

Executive-performer-writer re-entering tv-radio. 49.7 rating in top 25 markets. Extremely successful sales manager. West preferred. Write Box 896B, BROADCASTING.

Announcers

Sports and pd. Play-by-play, 7 years experience, 26, married, family, college graduate, excellent character and references. Employed. Box 644B, BROADCASTING.

Announcer-accountant, experienced in both, 24; college grad . . . radio-tv. Box 694B, BROADCASTING.

Bright personality available September 15. Ambitious, versatile talent, sense of humor but sincere. 26, 5 years experience, 1st phone, married, reliable, personable. Will become major talent in right spot. Prefer west coast. Box 763B, BROADCASTING.

Announcer, college graduate desires start in radio. Strong on news, commercials, dj. Tapes on request. Box 776B, BROADCASTING.

Five kw experience with fifty kw voice and style, educated and intelligent, vet, 28, best references, travel anywhere including overseas. Box 809B, BROADCASTING.

Negro announcer. First phone license. Good voice and personality. Announcing school graduate. Will locate anywhere. Box 812B, BROADCASTING.

Staff, experienced all phases, 30, married, veteran, references, employed. Minimum 95 dollars. Milwest or west. No top 40 please. Box 815B, BROADCASTING.

5 years fast paced, friendly, morning man. Top ratings. Real air salesman. Can operate one-man tv. Box 819B, BROADCASTING.

Announcer-dj. News, comm. Looking for small market to start. Operate own board. 3 years college. Box 820B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Lively dj! Friendly (not frantic) for young adult music. Versatile, tight board, production, news. Experienced. Ratings 8 station midwest. Interested? Box 821B, BROADCASTING.

First phone dj, veteran, married, reliable, 31 years old, presently employed. Prefer Pacific northwest location, want to settle. Box 830B, BROADCASTING.

Major markets seeking personalities, attention: Not a top 40 T and T man but a personality, voices, gimmicks, inserts, etc. Three markets over 300,000 in background, seeking post in one of the top thirty markets. Have desire to swing . . . if you need ratings then you need me. Currently number one ratings. Box 833B, BROADCASTING.

Personality dj wants to locate in midwest or southern college town. Top thirty market experience, top rated. Salary secondary. Box 839B, BROADCASTING.

Announcer, excellent mature voice (AB degree-Speech), first phone. Strong on news, commercials, weather. Capable of good, sane dj show. 3 years experience. Electronics background. Negro veteran (Korean). Box 841B, BROADCASTING.

May I swing for you? Ready for jump to med.-large market. Personality jock, tight production, strong commercials and news delivery. Start fall with me, instead of pills. Box 842B, BROADCASTING.

Experienced dj desires location in midwest in personality or top forty station. Available immediately. Box 844B, BROADCASTING.

Talented adult announcer, 36, excellently trained by broadcasting school, has everything but experience. Distinguished appearance, professional authoritative delivery and good. College grad, compatible, determined. Interested radio and/or tv staff, newscasting, commercials. Some previous stage and radio acting. Box 846B, BROADCASTING.

Young announcer . . . Ambitious, very dependable. Professional schooling, veteran . . . Some sports. Box 849B, BROADCASTING.

Announcer—Young. Experienced, late night dj work—Jazz oriented. Vet. Box 850B, BROADCASTING.

Fifteen years experience announcer, disc jockey, news, sports, mature voice, tight production. Dependable, married. $150 weekly. Box 852B, BROADCASTING.

Permanent position sought by mid-west am-tv operation for highly qualified, capable staff announcer whose summer-only agreement terminates in September. Box 853B, BROADCASTING.

My husband's doing well in N.Y. as a dj, he makes people happy. On tv or radio, his commercial readings compel people to buy. Before radio, he taught music production. Because of our child's health, we must leave N.Y. to a year-round milder climate. So—if you want a man who is loved and believed by people,—hire my husband. I'll send you a tape. You'll thank me for it. Sincerely Renee. Box 858B, BROADCASTING.

Available now. Young, ambitious, experienced dj. Prefer east coast but will consider all replies. 20, pleasant voice, not afraid to work. Box 859B, BROADCASTING.

Aggressive colorful play-by-play announcer available immediately for sports position in midwest. Box 845B, BROADCASTING.

Announcer, experienced—Young ambitious. Vet—no rock, professional school graduate. Box 851B, BROADCASTING.

Swinging d-j program director employed in top ten markets top chain. No money here, single, young, 7 years experience. Good references can move today. Tape and resume return mail. Can program top 40 station from top to bottom. Box 864B, BROADCASTING.

Announcer experienced: Any format. Excel at newscasting and disc jockey work. Salary $85. Currently employed. East coast preferred. Box 865B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Turntable mc-Glib adlib, over year experience. Seeks metropolitan location. Box 866B, BROADCASTING.

Sports job desired. Excel in play-by-play basketball. Am working in large market. Five years experience. Prefer midwest. Will consider other. Box 870B, BROADCASTING.

Smooth nightime professional desires permanent job with 50 kw station in large market. Experienced. Minimum salary $175.00. Box 871B, BROADCASTING.

Announcer-copywriter. Experienced adman . . . some announcing. Master's degree. Broadcasting school. Seeking opportunity . . . available now. Box 873B, BROADCASTING.

Basic working newsman. Perform all functions: writing, editing, beeper, tape interviews, field work with mobile unit, etc. Adult dj, secondary. Box 876B, BROADCASTING.

Fill newscaster shift now—directorship later. Do some staff. Box 877B, BROADCASTING.

Announcer—Young man, vet, single. Excellent radio training background. Best references. Desires experience. Box 885B, BROADCASTING.

Attention Washington-Baltimore area: Versatile announcer, nine years experience radio-tv, college graduate desires position your area. Box 889B, BROADCASTING.

Young, married. 1 year tv: Announce, camera, audio, td. 5 months dj at 5 kw. 1st ticket, trade school, college. Radio and/or tv. Box 901B, BROADCASTING.

Young talented announcer-dj-copywriter. Experienced. Mature voice with a very strong on the air personality, plus good salesmanship. Ambitious. Hardworking. I could go on and on, but it's costing me too much. Hurry! This is a limited offer. Have voice, will travel. Contact Larry Beller, 1745 East 55th St., Chicago 15, Illinois. Phone: BUtterfield 8-5404.

Professional negro dj—announcer available. Excellent news-programming. Fast boardman-national acceptance NYC, Phila., S.F. 15 years daily experience. Young, now on west coast, desires to relocate. Call or write LeRoy Chambers, 9224 East 14th Street, Oakland, California, LO 9-6774.

Relocate in midwest: Experienced-family-combo, announcer, news—tight production—good voice—want larger market. Any type music. Minimum $90. References furnished. Douglas Gruber, R5, Columbus, Indiana, Drexel 2-7770.

Experienced announcer. Bill Huntington, 9952 Schiller, Franklin Park, Illinois. Gladstone 5-7990.

Good "album music" dj looking for medium or big market, four years experience, 26, veteran, married, excellent audition tape available. Gene Klemick, Murray 2-7807, 125 W. Fifth, Ottumwa, Iowa.

If you want top coverage and have a heavy play-by-play schedule, I'm your man. Seven years experience. Bob Mann, P.O. Box 1029, Galesburg, Illinois.

For professionally trained announcers, writers, newsmen, sportscasters and disc jockeys. Contact The National Academy of Broadcasting, 3338-16th St., N.W., Washington, D. C.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer, 1st phone, available immediately, no maintenance. $85. no car. BE 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

Engineer-announcer. 5 years experience in all phases of maintenance and programming. Box 735B, BROADCASTING.

Chief engineer available September 15th. Twenty years experience in radio and tv. Box 746B, BROADCASTING.

Experienced: 1st engineer-announcer. Desire change. Box 796B, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer. Currently employed at format operation; desires to advance to your midwest station. Have served as chief. Experienced am, fm, maintenance, construction. Family man—no vices. Box 813B, BROADCASTING.

Maintenance engineer. Three years experience. Sober, steady, available immediately. Box 822B, BROADCASTING.

Floridian wants permanent position in state. Announcer with big Hooper from major S.C. market. First phone with chief's experience including directionals. Box 831B, BROADCASTING.

1st class ticket holder for 8 years, broadcast and tv. Experience, age 36, good health. Desire chief or assistant chief's job. Box 835B, BROADCASTING.

Engineer, announcer seeks New York or New England position, 5 years experience, 1st phone. Box 855B, BROADCASTING.

Production—Programming, Others

Take a giant step in ratings and income! I know a program director who can put your station at the top of every timebuyer's list. His 15 year background in modern format radio is solid success. National agencies and rep's acknowledge his creative programming and sales-building production work. Presently employed, this man welcomes new challenges in a top-twenty market . . . the tougher the better. For the best investment in personnel you ever made, write Box 630B, BROADCASTING.

Newsroom trainee, fulltime with opportunity to prepare and air news. Former suburban metropolitan news announcer. Good news delivery. Eight years advertising metropolitan newspaper. Two years college. Desire return to radio and/or tv. $85 minimum. Box 738B, BROADCASTING.

Sports director at kilowatt regional wants more sports-minded station. Refreshing play-by-play. Will make your sports programming authoritative and appealing. Can supplement sports with news and sales—strong on both. Also dj and run board. Hard worker who will take a genuine interest in your station. Graduate Brown University. Box 742B, BROADCASTING.

TV-radio sports director . . . 10 years experience, play-by-play, continuously plus solid background-news, sales, and executive experience. Prepared for responsible position in larger market. College education, 33, family. Tape and pictorial audition available. Interview upon request. Currently employed. Box 743B, BROADCASTING.

22 year old woman with B.S. in tv, movies and radio is looking for work in N.Y.C. area. Prepared to do production and/or writing. Available now. Box 817B, BROADCASTING.

Radio newscaster. Presently employed at large city station. Background includes magazine-newspaper-staff announcing experience. Mature, family man. Metropolitan areas only. Box 834B, BROADCASTING.

Young man looking for start in radio or tv. Grad of SRT-TV, but lack experience. Prefer New England area. Box 843B, BROADCASTING.

Million market program assistant wants programming authority in good market. Box 856B, BROADCASTING.

Really want quality news coverage? Here's a news director experienced all phases radio-tv currently employed major market. Box 898B, BROADCASTING.

Radio news director seeks metropolitan spot in northeast. At present in suburban market. Six years radio and newspaper experience. English degree. Box 903B, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman—for station in medium size market. Mid-Atlantic area. Must be energetic, dependable, preferably married; with experience in either local television or radio sales. Excellent opportunity for right man; productive account list, salary and commission. Resume and photo. Box 886B, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Major market midwest television station desires account executive to take top billing list and continue to bring in profits. Excellent opportunity. Pleasant conditions. Outstanding potential. $12,000 the first year. Box 894B, BROADCASTING.

Top salesman for top station in southeast. First 50 market, channel 2, CBS affiliate now in 11th year, covering 466,640 tv homes wants experienced, aggressive local-regional salesman. Background and character must withstand rigid investigation. Immediate opening. Rush complete resume which must include picture, billings history and salary requirements to Dick Holloway, Sales Manager, WFMY-TV, Greensboro, N.C.

Technical

Technical supervisor—Experienced maintenance GE transmitter and studio equipment. Northwest location. Salary $6,000-$7,000 annually. Box 732B, BROADCASTING.

Go west, young man. Established western vhf-TV broadcaster needs sharp maintenance technician capable of progressing to chief engineer. Write stating age, training, and experience. Box 814B, BROADCASTING.

Colorado network station needs two am-fm-tv studio/transmitter engineers immediately. First class required. Send resume first letter. Box 861B, BROADCASTING.

Assistant to chief wanted, KCTV, San Angelo, Texas. First class ticket, strong on maintenance. Must have experience with DuMont equipment. Air mail resume.

First class engineer for maintenance in combined tv-am operation. Experience with tv studio and transmitter equipment desirable. Job could develop into position of maintenance supervisor. "Contact Stan Stydnicki, KMMT-TV, Austin, Minn."

First class engineer for tv master control operation. Experience preferred but will consider recent graduate of technical trade school. "Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa."

Northeast vhf with vtr seeks experience studio engineer. Excellent opportunity and benefits. Air mail resume, references and salary requirements to Chief Engineer, WENH-TV, Durham, N. H.

Transmitter man wanted for mountaintop installation with quarters if desired. Write C.E., WPTZ, Plattsburgh, N.Y.

Experienced studio technicians with technical training, 1st FCC required. Salary range $5,000-$7,700. Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

First class engineers for studio and transmitter openings. Call or write Chief Engineer, WXEX-TV, 124 W. Tabb St., Petersburg, Va. Regent 3-7876.

Production-Programming, Others

Artist for Illinois tv station. Must be able to spell. Can't be too temperamental. Have own thumb tacks. If you're a beginner you best be able to take criticism. Include your fringe abilities. Box 765B, BROADCASTING.

Art director. Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographer. Must be creative and ambitious. Attractive company benefits, pleasant working conditions at multiple ownership station. Please submit resume, recent photo, references and samples of your tv art work to Box 785B, BROADCASTING.

Traffic manager for one of the south's top television stations. Must be alert, accurate and quick with details and a competent typist. Excellent salary, plus additional company benefits. Send full resume, giving qualifications, experience and background. All replies will be held confidential and will be returned if requested. Box 802B, BROADCASTING.

Traffic girl wanted for outstanding midwest television station. Some experience helpful, but will consider college training in traffic. Excellent working conditions, employee benefits. State salary expected and full details in letter to Box 840B, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Motion picture cameraman-editor; should have experience filming news and documentaries. Must be creative, filmic sense. Large midwestern tv station. Box 882B, BROADCASTING.

TV news personality with ability to write, produce tv news and handle on-the-spot interviews major market. Box 883B, BROADCASTING.

Help wanted: New Florida television station serving Fort Pierce-Vero Beach area now staffing departments. On air October First. WTVI, Fort Pierce, Florida.

Three directors for Detroit educational tv station; $6,540; one year contract only; director-designer, director-writer; director-producer; station broadcasts 39 live weekly programs plus special sports, documentary, drama programs. No classroom teaching involved. Write: W. T. Rabe, 3800 Puritan, Detroit 21, Mich.

TELEVISION

Situations Wanted—Announcers

Six-year major market radio veteran seeking tv opportunity. Now number one rated dj with wide personal appearance background. $150.00 minimum. Box 755B, BROADCASTING.

Experienced tv commercial announcer that can sell for good base plus decent talent scale. Ten years experience, age 32, married. Film clip and resume upon request. Prefer east or south, others considered. Box 828B, BROADCASTING.

Top radio man wants opening in television. Experienced, stable. Possible personal audition. Box 838B, BROADCASTING.

College graduate, 5 years experience radio-tv, desires job as combination sportsman radio-tv. Will consider radio or television separately. Top references, tapes upon request. Box 847B, BROADCASTING.

Technical

Tech school grad, 1st phone, vet., 1 year experience, wants permanent position, studio engineer preferred. Box 737B, BROADCASTING.

Available September 15th. Nine years of tv studio operation plus many years in radio and first phone license. Box 747B, BROADCASTING.

TV studio technician, first phone, three years experience, references. Box 810B, BROADCASTING.

1st phone, 8 years experience am-tv all phases. 4 years tv studio, video, maintenance, construction and remotes. Box 832B, BROADCASTING.

Engineer: Presently employed in southwest. Want to relocate as close to New York City as possible. Box 902B, BROADCASTING.

Production-Programming, Others

'Remember the man!" Experienced tv and radio announcer, BA degree radio-tv speech, married, vet, versatile, top references; not a floater, just looking for a responsible and potential position in programming-public relations capacities. Prefer Michigan, Ohio, Pa., N.Y. area. Presently employed. Box 816B, BROADCASTING.

To alert production managers only: Versatile tv production man seeking spot that will lead to directing. Presently employed by top station in market where well-rounded experience includes camera, lighting, film, projection, audio, some switching. First phone, degree, theatre production background. Capable, conscientious, and a "comer." Excellent references. Box 837B, BROADCASTING.

Program director/prod. mgr./oper. mgr. Top flight director. B.A., family, mature and creative. Prefer west coast or major market anywhere. 8 years tv. Box 857B, BROADCASTING.

Radio news director now seeks television slot. Legwork and/or on-camera. English degree. Six years radio and newspaper experience. Northeast. Box 904B, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Creative producer-director, desires creative production managers job. 6 years experience. Top references. Box 897B, BROADCASTING.

Program directing professional fully equipped with outstanding rating history, top industry wide references and an effective record in public service, budgeting, automation and administration. Looking for permanence as prime reward for making a good station better. Box 879B, BROADCASTING.

FOR SALE

Equipment

Magnemite TD-610 spring-powered twin-track recorder, 7½ ips, permagnet erase, seldom used. Best offer. Box 52, Flint, Michigan.

(1) RA-1000 broadcast transmitter now in operation, 630 kc. (1) Gates frequency monitor. (1) Gates modulation monitor. (1) RCA program amplifier. (1) Rack cabinet. (2) Gates CB-11, 16", three-speed turntables in cabinets, with pre amps, G.E. Pick-Up arms and G.E. plug-in cartridges. (1) Composite approved Nems-Clarke type phase monitor for two tower array. (2) Self-supporting 345 ft. Lehigh Radio Towers, complete with lighting kits, flashers, and beacons. (1) RCA-20 Jack patch panel and terminal block. (1) Raytheon built Phasor, two pattern, instantaneous day-night switching. Radio Station KIDD, Box 1070, Monterey, California.

Two complete DuMont Flying Spot Scanner systems. First system has two DuMont 16 mm projectors, two Swindler Saupe slide projectors, opaque section. Original cost $31,300. In daily operation until last week. Excellent condition. Price $6,260 firm. Second system is full color and consists of two 16 mm DuMont projectors, one color modified. Two color DuMont slide projectors. Original cost $32,192.00. Price $6,500 firm. Will sell both for $12,000 firm. Contact Homer Lane, KOOL-TV, Phoenix, Arizona.

Western Electric studio console—model 25B. Excellent condition—$200.00. KDEN Broadcasting Company, 1601 W. Jewell Ave., Denver 23, Colorado.

RCA, BTF-3B fm transmitter-3kw. General Radio type 1170-A frequency and modulation monitor. Both set up for 99.9 mc but unused for several years. Contact Lewis Dickensheets, KWFT, Wichita Falls, Texas.

BTF3B RCA 3kw fm transmitter currently in operation, includes spare tubes, etc. Available October 15. This transmitter uses cheapest finals. Best offer close to $6000 fob Chicago. Contact Les Vihon, WFMQ, FI 6-7636.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150′ standing—40′ grounded—190′ overall. Available immediately. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

For Sale: Federal 192A 3,000-watt fm transmitter and station monitor just replaced by higher power equipment. $2,500.00. WQXT AM-FM, Palm Beach, Florida.

W.E. control board $200; CB-11 turntables with RCA transcr. arms and cabinets $100 ea.: Pentron tape magazine repeater with cartridge (A-4) $80; GL 5593 Phasatrons $10 ea. D-4605 Terre Haute, Ind. or Box 433.

Will buy or trade used tape and disc recording equipment — Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

FOR SALE

Equipment—(Cont'd)

Auricon 16mm sound PRO 200 CM71 movie camera with Berndt-Bach factory three lens turrett conversion complete with NR-24 Auricon amplifier. Auricon E-6 microphone and cables, Angeneux ICM F 1-8 W.A. lens, Schneider-Xenon 25MM F 1-5 lens, Wollensak Rapatar 75MM F 2-8 lens, and many other accessories. Also 1600 feet of B wound sound color 100 Tungsten Ansco film. Equipment has been used only studio condition. Recently completely overhauled by Camera Equipment Co. of N.Y.C., and in perfect condition. Better than $3000.00 value. Physician owner returning to residency training. Asking $1000.00 for quick sale. Address all inquiries to: L.T. Zimmerman, M.D., 762 High Street, Pottstown, Pennsylvania.

WANTED TO BUY

Stations

Responsible individual, twenty years broadcast management wants thousand watt daytimer, 50,000-100,000 population primary market, less population if single station market. Eastern seacoast, North Carolina to Florida, principal. Box 701B, BROADCASTING.

Would like to buy radio station direct from owner. Can pay $25-$30 thousand down. Please give full particulars. Box 792B, BROADCASTING.

Investment whole or partial ownership 250 kw daytimer. Population over 15,000. No brokers. Box 823B, BROADCASTING.

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

Microphones desparately needed by new etv station. Your gift is 100% tax deductable. Box 766B, BROADCASTING.

Wanted—7000 MC microwave link—Write Box 836B, BROADCASTING.

RCA 1-0 used camera head only, any condition, with or without viewfinder, or complete RCA used camera chain. Reply to William C. Grove, General Manager, KFBC-TV, 2923 E. Lincolnway, Cheyenne, Wyoming.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

BUSINESS OPPORTUNITIES

Spots—recorded—25 (1 mim) tapes $35. Musical background add $5. Tapes included. Box 806B, BROADCASTING.

#1 station in Rocky Mountain seeks additional investment. Complete automation makes this a most profitable operation. Write Box 860B, BROADCASTING.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept DJ-2), 65 Parkway Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Management

CALIFORNIA STATION

With terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter.

Write Box 780B,
BROADCASTING.

CALIFORNIA
5,000 WATT STATION

In medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

Announcers

MORNING MAN

We need a comic who can swing with a #1 Top 40. No news. Just be funny for $7500 per annum.

Box 893B, BROADCASTING

RECORD EMCEE

Outstanding opportunity for creative and mature personality capable of handling both record show and announce staff assignments. Excellent salary and staff benefits, with one of nation's prestige stations.

Send tape, resume and photo to:

Program Manager
WWJ-Radio
Detroit 31, Michigan

Help Wanted—(Cont'd)

Technical

ENGINEERS

Experienced in detailing and layout of studio and transmitter audio facilities, including familiarity with audio switching equipment. Degree desirable but not essential.

Permanent position with a leading consulting engineering firm in Washington, D. C.

Send resume to:
J. P. Gaines, Personnel Manager
Page Communications Engineers, Inc.
A Subsidiary of Northrop Corporation
2001 Wisconsin Avenue, N.W.
Washington, D. C.
or call
FEderal 7-7600

Production-Programming, Others

PROMOTION MANAGER

One of America's best known group station operators has an opening for an experienced television station promotion manager. Position is located in one of the nation's top markets. The man we seek must be able to handle his own department. Should know audience, sales and community promotion. State qualifications and salary requirements in initial letter. This is a top job in a top company. We will pay moving expenses for the right man.

Write

Box 884B, BROADCASTING

WFBR BALTIMORE

Wants Radio Newsman

Must be mature and experienced with ability to rewrite, dig up stories and voice them with authority. Opportunity to join an outstanding radio news team. Send full resume, photograph and audition, to:

R. B. Jones, Jr.
WFBR
13 East 20th Street
Baltimore 18, Maryland

TELEVISION

Help Wanted—Announcers

COMM'L ANNCR-SPORTS-NEWSCASTER
WANTED SEPT. 1

Major market VHF has opening for a top man. High base, plus guaranteed talent. Man short on experience, but long on versatility and ability will be considered.

Send resume and SOF, or recent tape and pic. OR CALL TODAY.

WXEX-TV
Mr. Robert Grossman
Petersburg, Va.
RE 3-7876

RADIO

Situations Wanted—Management

AVAILABLE

One of the most qualified, experienced men in the broadcast business. Manager-1st phone-sales-announcer. 16 years. All phases radio. Sales tv. Age 38, married, 2 children. Prefer Illinois or midwest, consider all others.

Box 803B, BROADCASTING.

FOR SALE

Equipment

Splendid used Raytheon one-watt portable color microwave system with audio and complete with two pedestal mounts if used for fixed operation, cables, one 8' x 12' passive reflector, four-foot dishes and feeds one radome 1000 watt and 500 watt voltage stabilizers. Current market price $12,500.00. A steal at $7,500.00 FOB shipping point in southeast. Subject to prior sale. Reply:

Box 805B, BROADCASTING.

Spotmaster

No. 1

In The Tape Cartridge Field

Instant Cueing

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

EMPLOYMENT SERVICE

MIDWEST JOBS WAITING

Sales • Engineers • Anncrs • Combo • Mgmt.

OVER FIFTY OPENINGS

New Radio and TV jobs daily!
Write NOW for free application.

WALKER EMPLOYMENT SERVICE

Broadcast Division I
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING

New Approved
STANDARD BILLING FORMS FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency Financial Groups

1,000—$6.95, 2,000—$11.00, 5,000—$24.00. Check with order. Delivery within 3 days. Send copy for your imprint.

FREEBERN PRESS, INC.

Hudson Falls, N.Y.

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

STATIONS — FOR SALE

5,000 WATT
RADIO STATION

Large Florida Market grossing $250,000 a year. Only $350,000 with 29 per cent down, balance over 5 years. If you are financially qualified and sincerely interested, write:

Box 509B, BROADCASTING

FOR SALE BY OWNER
1 KW DAYTIMER

Single station north Georgia market. $75,000—29% down. Ideal operation for owner-manager.

Box 784B, BROADCASTING

CALIFORNIA FULLTIME

Located in one of the state's better metropolitan area markets. Ideal low cost setup for owner-manager. Total price $195,000 with terms available.

Box 862B, BROADCASTING.

Best little station in Alabama. 69M—(without real estate 58M)

Gene Newman,

WHRT,

Hartselle, Alabama

La.	Single	250-w	107M	terms
Tenn.	Single	Daytimer	62M	cash
Va.	Single	1kw-D	80M	25 dn.
N.Y	Single	Daytimer	105M	cash
Cal.	Single	250w	68M	15 dn.
Miss.	Single	250w	39M	15 dn.
Ga.	Single	250w	84M	29%
Ga.	Single	Daytimer	50M	terms
Ala.	Metro	1kw-D	175M	58 dn.
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
Tex.	Large	1kw-D	225M	29%
Mid Atl	Major	Fulltime	330M	25%

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

PACIFIC COAST

5 KW fulltime station. Number one in market. Ocean is minutes away. Attractive city—growing area. Undeveloped potential. 7½ year payout after taxes. $350,000 price with terms.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
Washington 7, D. C.
Tv and Radio Consultants — Licensed Brokers

GUNZENDORFER

ARIZONA—*$10,000* down. Easy payout. Total price $45,000.
CALIFORNIA—*$12,500* down. $300 a month payout. Total price $60,000.
PACIFIC NORTHWEST—*$27,500* down. 10 year payout. Total price $95,000.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers - Financial Consultants

Texas Major market money-maker! $368,500 firm, $168,000 down, 10 years 6% on payout.—Southern Major market full-time regional. In black & climbing. #1 Pulse, #1 Hooper. $350,000—West Coast fulltime regional. Making money. $367,500 29%—Southern single. In black. $45,000, $12,500 down—Southwest full-time regional. Big profits. Real estate incl. $210,000 29%—Southern medium regional. Nice profits. $92,500 with 29% down.—Southwest Major market FM. In the black. Will rush full data.—West Texas single regional. Making profit. $49,500 29%—PATT McDONALD, Box 9266, Austin, Texas, GL. 3-8080, or Jack Koste, 60 E. 42nd St. N.Y. 17, N.Y. MU. 2-4813, or Dick Watts, Box 701, South Houston, Texas. HU. 6-7400.

STATIONS FOR SALE

TOP SOUTHWEST MARKET Daytimer. Excellent frequency. Asking $120,000 with 29% down.

TOP NORTHWEST MARKET Daytimer. Programs country and western. Asking $135,000. Terms.

ROCKY MOUNTAIN. Profitable fulltimer. Asking $120,000 with 29% down.

DAYTIMER. Southwest. Small Market facility. Asking $60,000 with 29% down.

ROCKY MOUNTAIN. Exclusive. Full time. Doing $50,000 a year. Asking $55,000 with 25% down.

SOUTHERN CALIFORNIA. 1) Class A FM CP close in to Los Angeles. Asking $5,000. 2) Class B in operation. Asking $25,000 with good terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

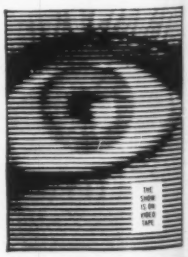
"HOPE IS A THING WITH FEATHERS" STARS ELI WALLACH, BERT WHEELER, CARMEN COSTI—PRODUCED FOR CBS FILMS BY ROBERT HERRIDGE

Entire new TV series, "The Robert Herridge Theater," produced on Live Action "SCOTCH" BRAND Video Tape

"The Robert Herridge Theater" is an unusual half-hour television series offering special treatments of dramas, jazz and ballet. Produced for CBS Films Inc. by Mr. Herridge, all 26 shows have been recorded exclusively on "SCOTCH" BRAND Video Tape.

Why video tape? Because it reproduced the "live" feeling of the original performances, eliminated fluffs, cut production costs sharply and made schedules more flexible. People throughout the television industry are turning to video tape for incomparable fidelity, speed and economy in recording TV specials, location and commercial programming.

Order your copy of "The Show Is On Video Tape," booklet of three television case studies in planning and production of a network commercial, a drama program and a local "spectacular." Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.



MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

"SCOTCH" is a Registered Trademark of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. ©1960 3M Co.

OUR RESPECTS TO . . .

Gordon Barton McLendon

Staid San Franciscans, whose hills had felt tremors before, shuddered when word went around in the spring of 1959, "McLendon's coming." And when Gordon McLendon put his newly acquired KABL (formerly KROW) on the air with 36 continuous hours of a single rock-and-roll number, "The Gila Monster," lovers of the arts set about battening down the cultural hatches against this invasion from Texas.

Having duly upset the Bay Area, Gordon did a fast shift from "The Gila Monster" to serious music. The residents sighed with relief but wondered how long this long-hair concept would last in a city that had an anomalous reputation as a musical center and as a burial ground for good-music radio stations.

San Franciscans were dubious but they failed to equate Gordon's flair for exotic shocks against his serious devotion to a fast-growing list of successful commercial enterprises. Though off-beat and wild in his attention-getting gimmicks, he's actually a busy, bubbling and dynamic broadcaster, movie producer and syndicator with nationwide interests.

Heading the list are McLendon Corp., with seven radio stations; McLendon Radio Pictures, a mushrooming production firm that has done several features, and McLendon Radio Jingles, producing McLendon-written musical commercials and jingles for national advertisers and radio stations—over a score of corporations in all.

This commercial fireball is just entering the middle-age bracket. Born June 8, 1921 in Paris, Tex., he still hasn't reached his peak, though constantly hopping around the country looking after his interests and planning ways to broaden his sphere of influence.

Pleaser ■ Often called a formula broadcaster, Gordon's only fixed formula is to give people what they want to hear. In Dallas his KLIF prospered with music, news and sports —lots of each presented in flamboyant depth. Yet in San Francisco he programs good music, a format that's also working out on WYSL, his Buffalo station.

The Bay Area venture gave Gordon a chance to tinker with some ideas he'd hatched years ago. He never had been able to figure why serious music had to be presented "with the personality of a dental drill." The KABL answer: "Excitement and delicious anticipation instead of dignity and deficits." KABL's shirt is absolutely bereft of stuffiness. It salutes other stations in the market and recommends some of their programs. It ran commercials for a giant-squid fighting contest; offered 10 cents for best letters on the moon's backside; had a lion-washing exhibition; ran a non-existent candidate for public office and had the electorate and politicians half crazy; offered a listener a ballet in his backyard and even gave a weekend title to a surplus battleship. Once in Dallas he gave away $50,000 in prize money—a burst of largesse that gave his controller a financial fit.

These helped lift KABL into the black. "They fit the old concept of serious music like socks on a rooster," he recalled, "but they worked."

Gordon got into radio by worshipping as a boy at the Ted Husing shrine. Though an outstanding scholar (head of his class at Kemper Military School and editor of the *Yale Literary Magazine*), he caught the radio itch listening to the Husing play-by-play sports accounts. His break came during World War II when he was in naval intelligence as Japanese language officer. This gave him a chance to work up his own program for Armed Forces Radio Service. Calling himself Lowell Gram Kaltenheatter, he spoofed commentators of that era.

After the war he entered commercial broadcasting with KNET Palestine, Tex., but sold it to start KLIF Dallas. Networks of the era caught his fancy and he conceived his first nationwide venture—a cooperative network paying affiliates a fixed monthly fee. It took money to get Liberty Broadcasting System in orbit, a detail that was handled through his family and friends.

BROADCASTER MCLENDON
San Francisco's second shock

Liberty—and Death ■ Liberty grew into the largest of all networks—458 stations—between 1948 and 1952. He conceived the game-of-the-day idea for baseball and his facile tongue became familiar to sports fans everywhere. Then he started a game-of-the-week for football. But Liberty ran into trouble, especially when organized baseball refused to give further game rights.

Liberty won a tidy sum, incidentally, in a later law suit against baseball.

"I had about every experience a network operator can have," Gordon recalled. The lessons were bitter, but this 30-year-old operator rode it out, contemplated the details of what had happened, and started over again. His radio empire began to expand. Now the rollcall includes KLIF, KABL and WYSL; KILT Houston; KTSA San Antonio; KEEL Shreveport, La., and WAKY Louisville.

Gordon's foray into the motion picture field has caught Hollywood's attention. Last year he bought a 400-acre half-finished stone stockade on a north Texas reservoir, turning it into a combined production unit, living facility, farm and ranch.

The elder McLendon, Barton, has a chain of movie houses, oil and real estate interests. Gordon entered movies by writing and producing national promotion campaigns for pictures. The list is now over 100. This fall his studio may be the site for six episodes of *Have Gun, Will Travel* and a movie he wrote, "Tom Sawyer's Treasure."

Gordon married Gay Noe, daughter of ex-Gov. James A. Noe, Louisiana broadcaster. They have four children ranging from 8 to 16.

Back at the Ranch ■ His hobbies include the studio-ranch with a herd of white-face cattle and a dozen horses, all with plenty of pedigree; several dogs of less formal origin; a temperamental ringtail monkey and a tropical bird that has the run of the living area.

There's no more ardent radio fan. Assigned speech time, he'll come up with a topic like "Will Radio Kill Television?" He gets a bang out of talking about his interest-building tricks—the Girl Friday at KABL who razzes the station on the air, for example. He expects his newsmen to be on the job, calling Moscow, tracking tornadoes and keeping on top of all that's happening. He believes ardently in editorializing and is credited with such firsts as production intros to newscasts; wide use of mobile news units and rating-based pay for disc jockeys.

EDITORIALS

The road to repeal

THIS YEAR, for the first time in any national election campaign, broadcasting has the authority to function more like an instrument of journalism than like a soap box.

The 1959 amendment of the political broadcasting law and last week's suspension of its equal time rule as it applies to presidential and vice presidential candidates have given broadcasters a degree of editorial license they never had before. These improvements in the law must be regarded as distinct achievements of those earnest broadcasters who aspire to the status of a journalistic force and are willing to accept the responsibilities of that status.

But the new freedom is by no means absolute.

Indeed the law in its present state has created some new problems. Take the "fairness" standard that was written into the 1959 amendment, for example.

In that amendment the Congress exempted newscasts, news interviews, news documentaries and on-the-spot coverage of news events from the principal restrictions of Section 315, but in the next breath it added that broadcasters must "afford reasonable opportunity for the discussions of conflicting views on issues of public importance."

The interpretation of that sentence will depend largely upon the mood of the FCC. It will be surprising if many disgruntled partisans do not complain that stations are denying them a right to express their views. Stations must be prepared to defend themselves against a constant deluge of such complaints between now and the election.

There would also seem to be new libel dangers created by the changes in the law. In June 1959 the Supreme Court ruled that because broadcasters were explicitly forbidden by Section 315 to censor any candidate's speech they were immune from libel actions.

This immunity would appear to be removed from the types of news programs listed in the amendment that the Congress passed a few months after the Supreme Court decision. The news programs were exempted not only from the equal time requirement of Section 315 but also from the anti-censorship provision. The law of averages suggests the probability that some candidate will say something in the next two months that will lead to a libel action. If he has said it on a news type of show, the station may find itself a party to the suit.

Yet libel is a risk to be desired—if the risk flows from the right to edit. The full right to edit political broadcasts is what broadcasters must seek. They cannot get it until Section 315 is repealed.

No more v channels

THE television allocations problem is more serious than ever. In formally rejecting proposals of the FCC for expansion of the vhf band, the military has forced tv to find its solution within the bounds of the 12 vhf and 70 uhf channels now available for domestic tv service.

The military's answer, relayed through the Office of Civil Defense Mobilization, was apparent months ago. In anticipation of this, steps already had been taken to beef up uhf testing as the possible long-range answer.

The OCDM veto seems indisputable. The FCC cannot question its reasonableness when the argument is that to turn over any of its vhf space now reserved for military use would weaken our national defense "to an unacceptable degree." We doubt whether Congress would either, under prevailing cold-war conditions.

The FCC is confronted with its most challenging allocations dilemma. Need exists for additional tv stations in a number of under-served markets. Uhf to date has not proved itself in predominantly vhf markets. Three-network service is demanded in virtually all of the top 150 markets. The dozen vhf channels available cannot accommodate all these under current engineering standards.

The FCC has pending an "interim" plan for vhf drop-ins in critical markets which would be in derogation of existing mileage separations. But with the rejection of the proposals to expand the vhf band, the "interim" plan becomes moot. There is no longer an "interim" unless it be the ultimate extended use of uhf on a market-by-market basis of deintermixture, or a wholesale shift to uhf nationally. Neither alternative is within target range.

Vastly greater importance is now attached to the FCC's $2-million uhf experiment in New York, authorized this year by Congress. If uhf station clusters can cover the greater metropolitan area with its shadows, canyons and skyscrapers, uhf probably will work anywhere. But this is by no means certain and it will entail at least a two-year test.

Impetus also should be given the proposal of Morgan Murphy's WEAU-TV Eau Claire, Wis., that the duopoly rule be waived to allow joint operation of uhf and vhf as a means of providing all-network service in that existing one-station market. This experiment, if authorized, along with the New York test, should encourage manufacturers to accelerate production and improvement of all-channel receivers.

Now that the last glimmer for vhf expansion is gone, broadcasters along with the FCC should concentrate on solution of their No. 1 facilities problem. We still feel there should be better management of the spectrum as between government and non-government users, as proposed in pending legislation. This legislation should be pursued at the next session.

The government's rejection of the vhf expansion, of course, is a bitter, but not unexpected, disappointment. Looked at another way, it is a victory. Three years ago the military openly implied that it would need more vhf space, presumably to be wrested from tv and fm. Channels 2 to 6 were in jeopardy. Because of the backfire, Congress and the White House intervened. The military last year finally said it had no designs on space used by broadcasters. So, at worst, the line was held.

Drawn for BROADCASTING by Sid Hix

"We need an art director for our new western series. Are you quick on the draw?"

KDWB SMASHES THROUGH WITH A SIGNIFICANT #1 POSITION IN MINNEAPOLIS-ST. PAUL RADIO!

On the air less than a year, **KDWB**, the Crowell-Collier "color radio" outlet in the Twin Cities, turns the rankings topsy-turvy . . . grows like Topsy . . . and re-arranges the rankings for the first time in years in this traditionally traditional Midwest metropolis.

Now – as with audiences in Los Angeles and San Francisco – the people of the Twin Cities prove that Crowell-Collier's tight, bright brand of "Contemporary Communications" is the kind of radio most people want to listen to most.

Buy **KDWB** *first . . . first (like we told you we would be)* in Minneapolis/St. Paul.

HOOPER • JULY-AUGUST 1960 • KDWB 25.9 AVERAGE SHARE • TOTAL RATED PERIODS

KDWB CHANNEL **63** MINNEAPOLIS / ST. PAUL
FEDERAL 5-6003 / PROSPECT 6-1501

John M. McRae, General Manager • National Sales Representatives: Daren F. McGavren Co. Inc.

KFWB/LOS ANGELES KEWB/SAN FRANCISCO KDWB/MINNEAPOLIS • ST. PAUL
A SERVICE OF CROWELL-COLLIER BROADCAST DIVISION *"first in contemporary communications"*
Robert M. Purcell, Director